



TERMS AND CONDITIONS "CAPTURE CHILE" CONTEST

1st: ORGANIZERS

The organizer of the "Capture Chile" contest (hereinafter referred to as "the Contest") is SERNATUR (National Tourism Service), which is located in Santiago de Chile on Avenida Providencia N° 1.550, Providencia, registered under the number 60.704.000-1, hereinafter called as "the Organizer". SERNATUR organizes a contest through Social Media Networks (Facebook and Pinterest) entitled "Capture Chile".

2nd: CONTEST OBJECTIVES

The objective of the contest "Capture Chile" is to invite all U.S residents, which are fans of the Fan Page Chile.travel, to create a Pinterest board by pinning photos from Chile, in order to **spread the word and promote touristic attractions of the country.**

Once the board is created, it is necessary to go to the Pinterest profile of Chile.travel and pin at least 10 photos, as specified at point number 4. Then fill in the registration form which you can find in the Facebook tab of Chile.travel. Once the registration is completed by following the specified steps, the candidate will be participating for one of the three prizes specified in the 6th point.

Participation in the contest implies the unconditional acceptance of the present terms and conditions in their entirety, hereafter referred to as "the Terms and Conditions."

The mechanics of this contest and other details are described below:

3rd: PARTICIPANTS

The contest is open to all U.S residents, excluding minors and is mandatory to be a fan of the Fan Page Chile.travel (<http://www.facebook.com/chiletravelguide>). The contest participant should verify in the terms and conditions (5th clause) whether he fulfills the specified requirements.

The contest is not open to the employees of SERNATUR (permanent or on contract) and directors of the Organizer, its parent, subsidiary and affiliated companies, advertising and promotion agencies, suppliers of prizes, and persons or entities connected with the promotion of the contest; and persons who have an agreement or contract with any third parties that would prohibit such persons from participating in the contest.



4th: HOW TO ENTER

To be eligible, contestants must:

1st step: Be a fan of Chile.travel on Facebook and enter in the tab of the contest

2nd step: Follow Chile.travel on Pinterest (Pinterest.com/Chiletravel) and go to "Capture Chile" board

3rd step: Create his own board entitled in the same way "Capture Chile" and pin at least 10 photos from the following categories:

- 2 photos with gastronomy & wine
- 2 photos with landscapes
- 2 photos with urban life
- 2 photos with fauna & flora
- 2 photos with sports & adventure

4th step: Include all 10 pins in his own board entitled "Capture Chile". Leave #pinChile in the description of all the photos.

5th step: Submit all his personal details and include the URL of his own Pinterest board in the registration form. (the registration form can be found on the Facebook page, in a special tab for the contest)

Congratulations, you are participating in the contest "Capture Chile"!

5th: ELIGIBILITY

- Contest is open to legal U.S. residents at least 18 years old at time of entry.
- Fan of the Fan Page Chile.travel on Facebook during the period of the contest
- Follow Chile.travel on Pinterest
- Use correctly the name of the contest in their own Pinterest board and leave #pinChile in the description of all the photos.
- Pin at least 20 photos and is mandatory to have at least 2 pins for each of the 5 categories:
 - Gastronomy & Wine
 - Landscapes
 - Urban Life
 - Fauna & Flora
 - Sports & Adventure
- Register with their personal details and the URL of their own Pinterest board. These details have to be submitted in the entry form from Facebook.
- Do not publish or transmit offensive content.

6th: PRIZES

The prize is as following – 1 Premium Pack with the following products:

- 1 cloth bag
- 3 pencils
- 3 wooden pencils
- 1 Diving Book from Chile
- 1 bookmark



- 1 spiral notebook
- 1 agenda
- 1 notebook
- 1 post-it
- 1 fan
- 1 pendrive
- 1 CD with information from Chile
- 1 sachet with hazelnuts
- 1 bag of merquén
- 1 bag of sea salt
- 1 portable disc (to download an album of Chilean music)
- 1 mini pencil for smartphones
- 1 copper adornment with quartz stones
- 1 magazine "View Chile"
- Different postcards
- 1 Guide with highway cuisine (Picadas)

7th: INFORMATION OF THE WINNERS

- The winner will be selected at random from the entire database with the eligible participants by using a tool from www.random.org.
- During the contest period there are a total of 3 prizes to be won and every two weeks a winner will be selected. The dates of the selections will be announced through Social Media Networks
- The selection of the winner will be made by an Official from SERNATUR and the names of the winners will be announced via Facebook every 2 weeks and at the end of the contest.

8th: PRIZE DESIGNATION

The organizer, SERNATUR, reserves the right not to award any prizes based on quality and standard of submitted entries. In this case in the following days a new selection of the winner will be set up.

The organizing company will personally inform the winner via direct message on Facebook, asking to confirm his personal details, name, address, ID, phone number, city of residence and ZIP code.

If a contest winner is unreachable, or who does not respond within 3 days to provide his or her contact information, the organizer reserves the right to choose another winner and the same mechanics of the contest will be applied. The above mentioned mechanics will be realized 5 times in a row; in case of winner is still unreachable, the prize will be used in other situations as the organizer stipulate.

The prize would be dispatched via courier to the address provided by the winner. (Taxes and costs are supported by the organizer) And so the winner should provide correct information.

The organizer will not be held responsible if, for a reason of force majeure or



occurrence beyond its control, the contest must be changed, curtailed, or cancelled. The organizer reserves the right to take any verifying action deemed useful and/or necessary in regard to the terms and conditions, notably to eliminate any participant having made a false and/or inaccurate and/or fraudulent declaration.

In case the contest finishes early, SERNATUR will have to select of the winners who have managed to submit their details while the contest was available.

9th: PUBLICITY

Award acceptance constitutes permission (except where prohibited by law) to use Participants' names, likenesses, photographs, statements and biographical information (all at Organizer's discretion) for future advertising, publicity and other purposes relating to this Contest in any and all media now or hereafter devised throughout the world in perpetuity, without additional compensation, notification or permission.

10th: RESPONSABILITY AND AGREEMENT

By participating in the Contest, Participants agree to be bound by these Terms and Conditions, including all eligibility requirements, and agree to be bound by the decisions of Organizer, which are final and binding in all matters relating to this Contest. Failure to comply with these Terms and Conditions may result in disqualification from this Contest. Organizer reserves the right to permanently disqualify any Participant and/or any other person they believe has intentionally violated these Terms and Conditions.

The participant recognizes and accepts that the sole obligation of the organizer in managing the game is to evaluate the collected entries of the participants, provided that each entry complies with the terms and conditions, and to award the prize to the winner, according to the criteria and terms defined in the present terms and conditions.

The organizer will not be held responsible for any problems relating to technical issues, hardware or software of any kind, the risk of contamination by potential viruses circulating on the network, and/or the absence of protection for certain data against possible misuse.

Participation in this contest implies the understanding and acceptance of the characteristics and limitations of the Internet concerning technical performance, response times for consulting, for querying, or for transferring information.

SERNATUR reserves the right to:

- Verify that the person who receives the prize fulfills the requirements of the present terms and conditions.
- Initiate legal actions case of detecting any irregularity during the present Contest.
- Cancel or modify the Contest if fraud, technical failures, teams flaws or any other factor beyond Organizer's reasonable control impairs the integrity of the Contest, as determined by Organizer in its sole discretion.



- To extend the term of validity of the contest, which will have to be published on the Facebook page of Chile.travel?

10.1: PERIOD OF THE CONTEST

- Launch date: June, 10, 2013
- End date: July, 21, 2013
- Announcement of the winners:
 - June, 24, 2013
 - July, 8, 2013
 - July, 22, 2013

10.2: PUBLICITY RELEASE

You agree that the organizer may use your personal details for the purpose of conducting the contest. The organizer may disclose your personal information to its contractors, agents, any co-promoter. Prize winners' names may be published as set out in these Terms and Conditions. SERNATUR may also use your personal information for any promotional, marketing and publicity purposes of the organizer.

10.3: INQUIRIES

All the inquiries should be sent via Facebook and Twitter. (official accounts of Chile.travel)

10.4: EXCLUSION OF LIABILITY

The contest is not open to the employees of SERNATUR (permanent or on contract) and directors of the Organizer, its parent, subsidiary and affiliated companies, advertising and promotion agencies, suppliers of prizes, and persons or entities connected with the promotion of the contest; and persons who have an agreement or contract with any third parties that would prohibit such persons from participating in the contest.

10.5: JURISDICTION

The terms and conditions are governed by the Chilean law. The parties involved will attempt to resolve any disputes concerning the interpretation or the execution of the current terms and conditions in an amiable manner. If the disagreement persists, it will be submitted to the relevant courts from Santiago.

Marketing Department
National Tourism Service
Ministry of Economy, Development and Tourism
Chile Government