

TERMS OF THE COMPETITION

Marimekko organizes a global Prize Draw Campaign on Instagram ("Campaign") from Monday 10th January 2022 09:00 a.m. till Monday 17th January 2022 09:00 a.m., EET ("Campaign Period"). During the Campaign one (1) Prize Draw will be organized on Friday 21st January 2022. Three (3) prize winners from the Prize Draw will be awarded with one (1) of the following giveaways (1) **Marimekko: The Art of Printmaking art book, one (1) Marimekko Co-Created blanket, one (1) Marikyläläiset ceramic figure, two (2) Karhuemo mugs, two (2) Karhuemo bowls and one (1) x logo tote (tähän tulee tuotteiden nimet)**. However, Marimekko reserves the right to change the prize or any part of the prize (to an alternative prize or part of the prize of equal or greater value) for any reason in its sole discretion including without limitation due to circumstances beyond its control or if any part of the prize becomes unavailable.

OFFICIAL RULES OF THE CAMPAIGN

These Official Rules govern the Campaign. By entering the Campaign, the entrant agrees to be bound by these Official Rules.

1. Organizer of the Campaign

The Campaign is organized by Marimekko Corporation, Puusepäntätkatu 4, 00880 Helsinki, Finland ("Marimekko"), tel. +358 9 758 71.

2. Campaign period

The entrants can participate in the Campaign during Campaign Period which starts on Monday 10th December 2021 at 09:00 a.m. and ends on Monday 17th January 2022 at 09:00 a.m., EET. Any entries received before or after the Campaign Period will not be accepted.

3. Who can participate

Entrants must be 18 years of age or older at the time of entry into the Campaign. Employees of Marimekko or its affiliates or partners or agents and members of their immediate families are not eligible to participate. Marimekko reserves the right to verify the eligibility of the entrants. No purchase is required to enter the Campaign and a purchase will not increase chances of winning.

4. How to participate

Eligible entrants can participate in the Campaign by completing the voluntary [survey](#), and giving the consent to participate on the prize draw. Consent is asked in the end of the survey. Entrants must complete both steps mentioned above to be entered into the giveaway.

5. The Prize Draw and prizes

Three (3) prize winners will be drawn randomly by Marimekko on Friday 14th January 2022 from among all eligible entries. Entrants need not be present to win. The odds of winning depend upon the number of entries received. There is no entry fee to enter the Prize Draw. The entries must not be sent in through agents, third parties or on behalf of another person. Such entries are void. Bulk entries are void and cannot be accepted. The winners will be notified personally via email on the day of the Prize Draw.

The prize winner will be required to confirm acceptance of the prize within three (3) days from the date of the email. If a prize winner cannot or will not accept the prize, or the winner is not reached with the email, the original winner will forfeit the prize and a redraw shall be conducted immediately and the new winner will be notified via email on the day of the redraw has been finalized.

6. Prize

The prize is one of the following **(1) Marimekko: The Art of Printmaking art book, one (1) Marimekko Co-Created blanket, one (1) Marikyläläiset ceramic figure, two (2) Karhuemo mugs, two (2) Karhuemo bowls and one (1) x logo tote**. All taxes related to this Campaign, if any, are the responsibility of the organizer of the prize draw. No substitution or transfer of a prize is permitted except at the sole discretion

of Marimekko. No cash alternatives. Marimekko is also responsible for the shipping fees of the prize.

7. Personal data and publicity

The collection and handling of personal data is limited to the extent necessary for the delivery of the prizes of the Campaign and for such purpose the information submitted may be transferred within or between Marimekko and its affiliates and other third parties participating in arranging the Campaign, which may be located within or outside the European Economic Area. Personal data shall not be used for any other purposes. Personal data collected for the before mentioned purposes will be handled in accordance with Organizer's privacy policy, located at https://www.marimekko.com/eu_en/customer-service.

7. Liability

Applicable to all territories

Marimekko is not liable for any indirect damages or damages that the organiser could not reasonably have foreseen. Marimekko is not liable for damages caused by third parties or reasons not attributable to the organizer (such as interruption of the Campaign or damages attributable to a failure in network connections/communications). Marimekko accepts no responsibility whatsoever for damage or loss resulting from late, misdirected or incomplete entries, and by taking part in the Campaign the entrant warrants that all information submitted is true, current and complete at the time of submission. It is entrant's sole responsibility to ensure that entrant's (contact information) details are accurate. Marimekko accepts no responsibility for any changes which are not properly notified according to the timelines stated in these Official Rules of the Campaign. The prize winner shall relieve Marimekko and all of the companies that participated in planning and implementing the Campaign from all responsibility relating to injury or damage arising from entering into the Campaign or from redeeming and using the prizes.