

**RULES OF THE 3000 PROMOTIONAL INITIATIVE.
PEAK DIARIES**

1.

PROMOTER:

Azienda di Promozione e Sviluppo Turistico srl - via Saroch 1098/a c/o Plaza Placheda - 23041 Livigno (SO) ITALY - Tax Code 92015260141.

2.

DURATION

This initiative will last from Monday 26 July 2021 until 30 September 2026

3. AREA:

Livign (SO).

4.

RECIPIENTS

This initiative is addressed to all adult users who, during the Initiative Period, will download the mobile app (hereinafter „app“) “My Livigno” (available on Apple Store and Google Play Store), will register on the app and follow the instructions described in the special section “3000. Peak Diaries”.

5. HOW TO

PARTICIPATE

In order to participate to this initiative, users must:

1. Download the app “My Livigno” (available on Apple Store and Google Play Store),
2. Register on the app (by entering their first name, last name, email and password) to create a MyLivigno account
3. Click on the confirmation link you received via email (at the address specified during registration) to activate your MyLivigno account
4. Log in on the app (with your registration data)
5. Go to the special initiative section, “3000. Peak Diaries” and click on “Participate”

* The personal data (first and last name) entered during the registration phase must match those on the ID document (a copy of which will be requested to the user when they collect the complimentary gift).

Anyone who, after following the steps below to register, will reach at least two locations established by the Promoter (ref. Point 6 of these Rules) and will take a picture of the QR Code at the location with the MyLivigno app, will receive a gift to be collected at the tourist offices during office hours

You can register and participate to this initiative every day of the week, for the entire duration of the initiative (from Monday 26 July 2021 until 30 September 2026).

Every user can register once. The system will perform all checks due to prevent multiple registrations. All further registration attempts (after the first one) will be blocked and invalidated.

6. ESTABLISHED LOCATIONS

The valid locations to participate to this initiative are:

LOCATION
Al Filòn – Pizzo Filone
Corn da li Cabra – Corna di Capra
Al Paradisin – Pizzo Paradisino
Al Vach - Monte Vago
“Somp i Crap Neir “ - Monte Breva
Al Palón dal Mònt – Monte Garone
Piza di Cavàgl - Cima Cavalli
Piz dal Dardaglin – Cima Fopel

Piz Còcian – Piz Cotschen
Piza di Rin – Pizzo Cassana

7. GIFTS

Everyone who reaches at least 2 peaks (among those listed in Point 6) and will scan the QR Code on each peak reached, can collect the complimentary gift in one of the two Livigno tourist offices, at the following addresses:

> Central Office: Plaza dal Comun, 93 – 23041 Livigno (SO)

> Operating Office: Via Saroch, 1098/A – Plaza Placheda – 23041 Livigno (SO).

The gifts (assigned after reaching 2 peaks) include a custom snap hook with the name of each peak conquered. Also, you'll receive a larger snap hook to hold the smaller ones. The large snap hooks will also be given after conquering the second peak.

To collect the gift, you need to visit the tourist office personally, and show your smartphone in the section dedicated to the "3000. Peak Diaries" initiatives in the MY LIVIGNO app to the office clerk.

If, for instance, a user has conquered the Al Filòn – Pizzo Filone and Corn da li Cabra – Corna di Capra, peaks, they will receive three snap hooks at the tourist office, one marked Al Filòn – Pizzo Filone, one marked Corn da li Cabra – Corna di Capra and the large snap hook.

It is specified that nothing will be given to participants who conquer just one peak.

8. ADVERTISING:

The initiative will be advertised
via:

- The Promoter's websites
- The Promoter's social media channels
- Online adv campaigns

9. FULFILMENTS AND GUARANTEES

- All operations shall be carried out according to current regulations.
- Participation to the initiative entails the implicit acceptance of these rules, in all their parts.
- Pursuant to Regulation EU 679/2016 on the protection of personal data, it is hereby specified that the data collected for this initiative shall be processed by the Promoter in full compliance with the provisions set forth by Leg. Decree n. 196/2003 and by Regulation EU 679/2016.
- By participating to the initiative, users accept that their name (first name and last name initial) and city are published on the spaces that the Promoter shall devote to it (e.g. website, social media, press, etc.)
- Those participants who, at the Promoter or its representative's absolute discretion, breach these rules, shall not receive the gifts.
- The Promoter, or any third party appointed by the same, reserve the right to proceed, according to the most suitable terms, and in compliance with current laws, to limit and inhibit any initiative aimed at bypassing the system.
- The Promoter shall not be liable for any cause not dependent on the same (e.g. smartphone issues) that determine the participant's impossibility to scan the QR code, and therefore take part in this initiative.

Livigno, 25/07/2021

For the Azienda di Promozione e Sviluppo
Turistico srl the legal representative
Luca Moretti