

GENERAL CONTEST REGULATION

“FROM MILAN TO THE WORLD”

Promoting Company:

Fondazione Milan Onlus, with registered office in Milan, Via Aldo Rossi 8, 20149, Fiscal Code: 97340600150 (hereinafter referred to as the “Promoter”).

Purpose of the Initiative:

The initiative “From Milan to the World” (hereinafter referred to as the “Contest”) is a campaign of a charitable and social nature. It seeks an active involvement of users with the aim of identifying the most deserving non-profit organisation among the 6 previously selected by the Promoter, which will be rewarded with a donation of € 50.000,00 that will ensure the sustainability of the proposed social project.

This Action is to be excluded from prize contests regulation, since it falls under the hypotheses of exclusion pursuant to Art. 6, paragraph 1, letter e) of the Presidential Decree 2001/430. The prize will consist of a donation to a non-profit organisation for a social project in support of the local community.

Territory:

The Contest participation is open to individuals over 18 years old.

Duration:

The Contest will be held from September 13th to November 11th.

In particular, the scheduled periods shall be as follows:

- Registration and voting: from September 13th to November 11th at 20.00 CET
- Announcement of the winner: by November 30th, 2021.

Contest Terms and Procedures

From September 13th to November 11th the users willing to participate in the Contest must access the website **fondazionemilan.org/contest** and sign up by filling the registration form.

Required data to sign up: Name, Surname, email and password.

Once the form is properly filled, the user will receive an e-mail confirming the vote given.

Registered users will be able to express their preference for one of the six (6) non-profit organisations previously selected by the Promoter (hereinafter referred to as the “Project/s”):

1. Associazione Kayròs Onlus – Milan, Italy
2. Success Academy – New York City, United States of America
3. Fundação Gol de Letra – Rio de Janeiro, Brazil
4. Alice for Children – Nairobi, Kenya
5. Asha Bhavan Centre – Kolkata, India
6. Centre for Multicultural Youth – Melbourne, Australia

Additionally, users will get an “extra” vote by posting a picture wearing the new 2021/2022 Away Jersey and another “extra” vote in case they donate to Fondazione Milan Onlus.

Votes and “extra actions” will be counted and held valid up until 19:59 CET on 11 November 2021. A special software with a counter will keep an exact record of all votes received.

Final Ranking

The final standing will be drawn up once the polls officially close, no later than November 11th at 19:59 CET and by November 30th, the final ranking will be drawn up.

The Project with the most votes gathered in the reference period will be the winner. It should be noted that, in the event of a tie, the winning Project will be the one that first attained the final score.

Donation

The winner will be awarded by the Promoter with a donation amounting to € 50.000,00. For the sake of the allocation of funds, the non-profit organisation will agree disbursement modalities with the Promoter for the support of the winning Project.

Processing of Personal Data

The personal data provided by the participants will be processed in accordance with EU GDPR 2016/679 for the protection of natural persons in relation to the processing of personal data, including through the use of electronic means, for the purposes related to the comprehensive implementation of the present initiative. Fondazione Milan Onlus is the Data Controller. At any time, the interested party may request further information regarding the processing of his personal data at the headquarters – via Aldo Rossi 8, 20149, Milan (Italy). Read the full Privacy Policy on the website **www.fondazionemilan.org/contest**

Final Notes

By participating in the Contest, the entrants hereby fully accept the present Regulation and agree to the prior provision of consent to data processing for the purpose of participation.

Participation is free of charge, except for the cost of connection that participants will have to pay in order to access the website, which will be calculated and charged in accordance with the tariff plan agreed with the service provider.

The online contest service will run from the online Contest service will be active from 13 September at 00:00 CET until 19:59 CET on 11 November 2021.

The Promoter assumes no responsibility or liability for any access problems, for any impediments, malfunctions or problems regarding technical equipment, computer, cables, electronics, software and hardware, transmission and connection, telephone line, internet connection that may prevent the user from accessing the website and – more generally – from participating in the Contest.

The Promoter reserves the right to preclude users who do not act in good faith (double identities, multiple registrations with different e-mail addresses, irregular votes, pictures that are irregular/not relevant with the subject of the Contest) from participating in the Contest.

According to the unquestionable judgment of the Promoter – or of third parties appointed by the same to manage the Contest – the users who appear to participate through means and tools capable of eluding randomness, or in any case judged in a suspicious, fraudulent manner, or in violation of the regular course of the initiative, will be excluded from the Contest and votes will be cancelled.

The Promoter or the companies appointed by the same to manage the Contest reserve the right to proceed, in the terms deemed as most appropriate, and in compliance with applicable laws, to limit and inhibit any action aimed at circumventing the devised system.

The Promoter, in order to ensure the smooth running of the Contest, also reserves the right to verify the identity of users – possibly by asking them to send a copy of a valid identity document. If a user does not comply with what has been requested (i.e., a valid identity document and/or personal data which do not match with what has been indicated on the registration form) as well as any other irregularities, the latter will be excluded from the Contest and the vote invalidated.

For any controversy or dispute see the present Regulation.

The Court of Milan shall have exclusive jurisdiction over any dispute which may arise in relation to the present Regulation.