



**TERMS & CONDITIONS OF THE PROMOTIONAL INIZIATIVE
"2024 CILENTO OUTLET POINTS COLLECTION"**

These terms and conditions (hereinafter "Conditions") define the methods of joining the promotional initiative called "2023 CILENTO OUTLET POINTS COLLECTION" (hereinafter "initiative") and related development, organized by Irgen Re Eboli S.r.l, company incorporated in Italy, with registered office in Milan (MI) at Via Chiossetto, n. 7, Fiscal Code, VAT number and registration in the Milan Company Register 13155770152, registered in the Economic Administrative Directory of the C.C.I.A.A. of Milan at no. 2050146 and owner of the commercial site called Cilento Outlet.

1. Eligible to join the initiative

Adult natural persons, resident or domiciled in Italy, can join the initiative by registering to collect points by downloading the Cilento Fashion App. Those who have a collaborative and/or dependent relationship with either the promoting company or with the companies that carry out business activities within the commercial site called Cilento Outlet. Persons involved in the organization and management of the competition are also excluded.

2. Duration of the initiative

The initiative is valid from 26 March to 30 November 2024 (hereinafter the "Validity Period").

The prizes to which the right may have accrued pursuant to these Conditions and which can be used in the manner described below, must be redeemed by 7 December 2024.

3. Territoriality and applicable law

The initiative is valid for all purchases made within the Cilento Outlet, site SS18 Tirrena Inferiore 84025 Eboli (Salerno), during the opening hours of the centre. The applicable law is that in force in Italy.

4. Objective of the initiative

In order to join the initiative, end consumers will have to download the Cilento Outlet app (Cilento Fashion App) onto their devices, register and make purchases.

To accumulate points, consumers must:

- make purchases at the sales points of the Cilento Outlet centre
- independently upload the receipts to obtain points through the Cilento Fashion App installed on your smartphone, no later than 7 days after issuing the receipt itself.

Loading points via your smartphone occurs as follows:

Profiling:

- 1 point = profile creation
- 1 point = insertion of name and surname
- 1 point = insertion of date of birth
- 1 point = gender insertion
- 1 point = insertion of CAP
- 1 point = every 20 shops followed on Cilento Fashion App

Maximum total: 6 points

Visit to the centre:

- 1 point = for the visit to the center (ONLY ONCE a week. Therefore, in case of repeated visits to the center within the same week, you will always be entitled to only one point).



Collecting points with receipts:

- No. 2 points for a purchase made in each store with a single receipt with a minimum value of €20.00, loaded onto your smartphone through the Cilento Fashion App (operation permitted on a SINGLE receipt ONLY ONCE per day for a SINGLE store. Therefore, if a member would make 3 purchases in 3 different shops on the same day, each with a single receipt with a minimum value of €20.00, he or she will be entitled to accumulate no. 6 points. While, if you have two receipts from the same store obtained on the same day, you will only be able to upload one. The operation is in fact allowed only once a day for a single receipt, with a minimum value of €20, belonging to the same store).

It is specified that during the initiative the Promoter may decide to provide additional points, at the time of registration or on a birthday or even following the purchase of specific items specifically indicated, or in any case according to the methods that will be communicated from time to time by the Promoter himself. Once a certain amount of points has been accumulated, the App Owner will be entitled to receive the prizes/benefits/discounts free of charge from the Promoter according to the methods set out below. The use of a certain quantity of points in order to obtain the corresponding prize/benefit/discount will determine the subtraction of the same quantity from the amount of points accumulated on the App.

Awards catalog:

- FIRST THRESHOLD: 100 POINTS = 1 Cilento Outlet Gift Card of €30
- SECOND THRESHOLD: 150 POINTS = 1 Cilento Outlet Gift Card of €50
- THIRD THRESHOLD: 200 POINTS = 1 Cilento Outlet Gift Card of €100

It is specified that:

- the points obtained with visits to the center will be considered valid, for the purposes of reaching the reward threshold, only if accompanied by the points obtained with purchases;
- subscription to the app is unique, therefore members of the same family cannot have the same account on their phone;
- receipts that are not perfectly legible will be subject to further checks by the Cilento Outlet staff who will have to approve their validity;
- receipts can only be uploaded by the person who received them for purchases. In the event that a user were to upload a receipt belonging to another user, the software will report it, automatically canceling the points attributed improperly. In case of repeated attempts, the Management of the Cilento outlet reserves the right to cancel the fraudulent user's account;
- prizes can be unlocked only and exclusively by the Infopoint staff, therefore those who start the process independently will not have the right to obtain them.

5. Procedure for requesting and assigning Gift Cards

Once the points threshold necessary to obtain a Gift Card has been reached, these can be collected directly at the Center's Infopoint, no later than 7 December 2024, or within one week from the end date of the points collection scheduled for November 30, 2024. After this date, the accumulated and unused points will be reset to zero.

In the event of failure to use the prizes received for reasons not attributable to the Promoter, the prizes will in any case be considered assigned. The winners will have nothing more to claim.

6. Free participation

The download of the application useful for participation in this collection is free, except for any ordinary postal, telephone or Internet connection costs necessary for the purpose of the download.



7. Advertising

The Promoting company will communicate the collection through material displayed at the Cilento Outlet.

The advertising message will comply with what is stated in this document which will be made available to participants on the website www.cilentooutlet.com

8. Territorial scope

The collection will be valid only in relation to purchases made in the shops inside the Cilento Outlet

9. Warranties and Fulfillments

The collection of names and points on the app for participation in the collection will take place via computer software.

Participation in this prize competition implies for the participant the unconditional and total acceptance of the rules and clauses contained in this document without limitation, including the indicated value of the Gift Cards.

In the event of obvious and detectable attempts at fraud and false and inaccurate declarations, the Promoter reserves the right to immediately cancel the user.

The collection of participants' data will take place in compliance with EU regulation 679/2016 ("GDPR").

10. Electronic and telematic tools

The Promoter declines all responsibility for any access problem, impediment, malfunction or difficulty concerning the technical tools, the device used, the telephone line, the cables, the electronics, the software and the hardware, the transmission and the connection, the internet connection, accessibility to the app and the mobile and landline telephone network which may prevent a user from participating in the initiative.

It also declines all responsibility for problems caused by the configuration of the user's computer/device which could affect the user's performance during participation.

17. Processing of Personal Data

In compliance with the provisions of EU Regulation 2016/679, Irgen Re Eboli based in Milan (MI) at Via Chiossetto, n. 7, as Data Controller, informs that the personal data collected for participation in the Cilento Outlet Points Collection will be processed according to the principles of correctness, lawfulness and transparency to pursue the following purposes:

- A. activities related to participation in the prize competition;
- B. statistical processing and customer profiling activities, aimed at improving the offer of products and services as well as identifying discounts and offers;
- C. direct marketing activities by sending promotional material both by ordinary mail and by e-mail and / or sending messages and / or communications via SMS and / or MMS and telephone.

The provision of personal data is optional, however in the event of failure to provide data for the purposes referred to in point a), the Data Controller will not be able to manage the activities related to the Collection of points. In case of failure to provide additional data for the purposes referred to in points b) and c), the interested party may participate in collection of points and the Data Controller will not be able to provide the related services.

The data will be processed by the data processors, each for the activities of their own competence.

The data provided will not be disseminated. The data will be stored and processed at the company's headquarters for the duration of the initiative; at the end they will be canceled or transformed into anonymous form. The related processing will also be carried out through automated tools designed to store and manage the data in compliance with every precautionary measure, which guarantees its security and confidentiality.

In relation to the processing of personal data, the participant may exercise the rights provided for by EU Regulation 2016/679 and indicated in the privacy policy, available at the link www.cilentooutlet.com, at the Infopoint of Cilento Outlet or by sending an email to the address info@cilentooutlet.com The Data Controller for any appropriate request for clarification as well as for the exercise of the aforementioned rights is Irgen Retail Management srl.