

## SHORT FILM COMPETITION RULES

### 1. Sponsor

**BELIEVE DIRECT LIMITED** of Unit 2-2a, Tileyard London, Tileyard Road, London N7 9AH (the “**Sponsor**”) organises with the participation of Novo Amor (the “**Artist**”) a free Contest, with NO PURCHASE NECESSARY TO ENTER OR WIN, taking place from 19/11/2021 to 19/12/2021 (the “**Contest**”).

The Contest will take place on the Artist’s website (the “**Website**”) at [www.novoamor.co.uk](http://www.novoamor.co.uk)

### 2. Eligibility

The participant warrants that he/she (the “**Participant**”) is:

- A natural person;
- Over 18 at the time of his/her participation to the Contest, or has reached the age of majority under the law of his/her country of residence, if higher than 18;
- Allowed to participate in the Contest, with regards to his/her local consumer law;
- Not an employee of the Sponsor and its affiliated companies, or of its suppliers, service providers or partners associated with the Contest organisation.

Each Participant can only participate once.

The Contest is subject to all applicable laws and regulations and is void where prohibited or restricted by local law.

### 3. How to enter

To enter the Contest, the Participant shall:

- Write a meaningful story centered around the interaction between humanity and the environment in his/her community, in 500 words or less, or tell it in a 60 second video, to be adapted into a video featuring as a soundtrack one of the Artist’s Songs, with the exception of “From Gold”, “Weather”, “Cold”, “Holland”, “No Fun”, “Lucky For You”, “Faux”, “Callow” (the “**Pitch**”).
- Upload the Pitch using the form on the Website.

The Participant is responsible for all service costs associated with entering the Contest (if any), such as internet connection costs. The Participant will not be able to request reimbursement of such costs from the Sponsor.

### 4. Selection of Winners

The Artist will select his/her 5 favorite Pitches (the “**Winners**”). The selection will be made in consideration of the quality of the Pitches and the Artist’s sensitivity and tastes. As such, the Artist’s choice of Winners is final.

The results (name of the Winners and title of his/her Pitch) will be published within 30 days following the Contest end on the Novo Amor website.

The Winners will be contacted by email within 30 days following the Contest end.

### 5. Prize

#### 5.1 Prize description

Each Winner will be granted a **Two Thousand Pounds £2,000** prize to finance the shooting of their video (the “**Video**”).

The Videos will be hosted exclusively on the Novo Amor YouTube channel and posted on Novo Amor social medias.

The Videos will not be monetised however if there are any revenues, they will be donated to a non-profit organisation mutually agreed between the Sponsor and the Winner. The Winner acknowledges and agrees that they shall not receive any remuneration for use of the Video or his/her approved image.

### 5.2 Additional Conditions

In order to obtain his/her prize, each Winner will be required to enter into an agreement with the Sponsor for the commissioning of the Video, and the transmission of intellectual property rights in this Video to the Sponsor (the “**Agreement**”).

The Artist and/or the Sponsor retain the right not to publish the Video if it (i) does not follow the selected Pitch or (ii) does not comply with article 9 below.

## 6. Liability

The Sponsor shall not be held responsible for force majeure events, or any event beyond Sponsor’s reasonable control, affecting the Contest. In such a case, the Sponsor can, at its sole discretion, cancel, modify, shorten / extend the Contest, or propose another Prize to the Winners.

By entering the Contest, the Participant agrees to release and hold the Artist, the Sponsor, all its affiliates, subsidiaries, advertising and promotions agencies, and each of their respective agents, representatives, officers, directors, shareholders, employees and assigns, harmless from any and all liability arising out of your participation in this Contest.

## 7. Personal Information

Personal Information communicated by the Participants upon their entering the Contest (Participant’s email, Participant name) or by the Winner after his/her selection, will be processed by Sponsor, as Data Controller, based on consent (“**Personal Information**”).

The Personal Information will be stored in an electronic file necessary for the processing of the participation in the Contest, the determination of the Winners and to obtain the contact details of the Winners.

Personal Information is only accessible to the Artist, the Sponsor’s marketing teams, those of its affiliates, and to the Sponsor’s service providers involved with the Contest operation. Such service providers will be contractually bound to comply with applicable law for the processing of personal data.

The Participant can access his/her Personal Information stored by the Sponsor, correct it or request it to be erased, or ask for the Sponsor to send him/her a copy of said information. To exercise these rights or for any question regarding the processing of his/her Personal Information, the Participant can contact the Sponsor by filling in [the following form](#).

Further information about the processing of Personal Information by the Sponsor is available here: [Legals | Believe](#)

## 8. Transfer of rights

In the Agreement, the Winner will grant to the Sponsor the worldwide, free-of-charge, exclusive and transferable right to reproduce and use the Video, to alter and modify it, to broadcast and make it available to the public, in any manner and on any media, for the duration of the protection of the intellectual property rights attached to the Video.

This will include the right for the Sponsor to copy, adapt and modify the Video, to combine it with other content or other Artist materials or otherwise paraphrase, expand, shorten, or adapt the Video. The Sponsor will have complete ownership of any new material incorporating all or part of the Video.

To the extent admissible under applicable law, the Winner will irrevocably and unconditionally waive, in perpetuity, all moral rights in the Video and all similar rights whether now existing or conferred in the future.

#### **9. Third Party Rights / Content**

By participating in the Contest, each Participant represents and warrants that the Pitch and the Video that he/she submits is his/her original work and does not infringe upon any rights of third parties. Joint/group/team entries are not allowed.

Videos in violation of social media's terms of use, and/or featuring copyrighted, trademarked, obscene or inappropriate elements, promoting violence or inciting to the commission of punishable offenses, will be disqualified at Sponsor's sole discretion.

#### **10. Miscellaneous**

Participation to the Contest implies unconditional acceptance of these Contest rules. Any Participant in breach of these rules or trying to increase his/her chances to win by fraud, in any way whatsoever, can be excluded from the Contest.

For any question relating to these rules and the Contest, the Participant can contact:

[contest-uk@believe.com](mailto:contest-uk@believe.com)

The parties irrevocably agree that the laws of England and Wales apply to these rules and the Contest. The courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of, or in connection with these rules and the Contest.