

Prize Contest "Are Hu Ready"

Pursuant to Article 11 of the Decree of the President of the Republic of 26 October 2001, no. 430

Promoting Company Registered office Tax Code and VAT PEC	hu Holding spa via Generale Dalla Chiesa, 13 – 50136 Firenze 07377040485 hu.holding@pec.it
Delegated Company Registered office PEC	IPM Italia Srl Viale Bianca Maria 24, 20129 Milano (MI) concorsi@pec.concorsiepremi.it
Purpose and promoted products	<p>The object of this promotion is the range of services offered by hu Holding S.p.A. and/or by its subsidiaries, affiliates, and associated companies, directly or indirectly controlled.</p> <p>The purpose of this prize contest is to increase the visibility of the Promoting Company and the companies belonging to the Human Company Group.</p>
Duration	From 03/10/2025 to 05/10/2025. The final report and any recovery draw will take place by 20/11/2025.
Territorial scope	The contest is valid throughout Italy and the Republic of San Marino.
Participants	The contest is open to natural persons, of legal age, who participate in any capacity (rider or visitor) in the "Eroica Race" event from 3 to 5 October 2025 in Gaiole in Chianti (hereinafter referred to as "Participant/s").
Prize Pool	Euro 2.750,00 (excluding VAT)
Security Deposit	A guarantee bond in favour of the Ministry of Enterprises and Made in Italy covering 100% of the prize pool.
Advertising material	<p>The Promoting Company will publicise the contest through advertising platforms, social networks, owned websites, CRM, and press releases.</p> <p>The Promoting Company reserves the right to advertise the contest using any methods it deems most suitable. In all cases, the promotion will be publicised in compliance with this set of Rules</p>
Availability of the Rules	<p>The full Rules will be available at:</p> <p>https://huopenair.com/partners/leroica</p>

Methods of participation

During the "Eroica Race" event (3–5 October 2025, Gaiole in Chianti), Participants may take part in this prize contest by receiving a scratch card ("Gratta e Vinci") distributed by the appointed staff.

Each scratch card will feature a silver scratch-off panel. By removing the panel, the Participant will immediately find out whether they have won one of the prizes.

In case of a win, the card will display a confirmation message together with the instructions required to claim the prize.

In case of a non-winning card, the Participant may still take part in the recovery draw by filling in their details on the card and returning it to the appointed staff at the stand.

The Participant must retain the original card, which may be requested as proof for the validation of the prize.

Recovery draw:

Should one or more prizes remain unclaimed at the end of the contest, or should the claim procedures not be complied with, a recovery draw will take place.

For each unclaimed prize, one (1) winner and two (2) reserves will be drawn. The reserves will be used only if the prize is not awarded or claimed, in the order of extraction.

The recovery draw will be held among all non-winning cards duly completed by the Participants and returned to the staff at the stand, as described above.

The recovery draw will take place no later than 20/11/2025 in the presence of a Notary or a Chamber of Commerce Officer competent for the area.

Exclusions:

Employees and collaborators of the Promoting Company, as well as those involved in organising and managing the contest, are excluded from participation.

Participation limits:

Each Participant may request only one scratch card and therefore participate only once.

Prizes and description

Prize	Quantity	Unit Value (excl. VAT)	Total Value) excl. Vat
Unit Value (excl. VAT) 2-night stay package – Human Company*	25	€ 110,00	€ 2.750,00
TOTAL			€ 2.750,00

*The prize consists of a 2-night stay package for 2 people, accommodation only, at one of the Human Company Group's participating properties, listed at <https://huopenair.com>

The prize will be issued in the form of a unique voucher, registered in the winner's name, and redeemable until 31/12/2026, excluding the following periods: 01/07/2026–31/08/2026 and 23/12/2026–31/12/2026, subject to availability. The voucher will also include all instructions for redemption.

The prize does not include:

- round-trip transfers to and from the chosen destination,
- anything not expressly mentioned in the prize description.

The voucher must be used by 31 December 2026. It is non-divisible, non-transferable, non-refundable, and cannot be converted into cash.

Alla scadenza, il Voucher diventa automaticamente inutilizzabile, non dà diritto al rimborso del credito residuo, neanche parzialmente, e non è convertibile in denaro. In ogni caso il corrispettivo del montepremi non può essere richiesto dal Vincitore in nessun'altra forma se non in quelle espressamente previste dal presente regolamento.

Sarà esclusiva responsabilità del vincitore e del suo eventuale accompagnatore occuparsi di ottenere tutti i documenti e permessi previsti per poter viaggiare.

Il vincitore non potrà avere nulla da pretendere qualora lo stesso (o il suo accompagnatore), per qualsiasi motivazione, una volta confermata la prenotazione non potrà più usufruire del premio. In qualsiasi caso il premio si intenderà comunque completamente assegnato e il vincitore non avrà più nulla a che pretendere dalla Società Promotrice.

Nel caso in cui il giorno concordato, il vincitore (o il suo accompagnatore) non si presenti, il premio sarà da considerarsi interamente assegnato e nulla sarà dovuto.

Market value of the prizes:

The total prize pool amounts to €2,750.00 (excluding VAT). The value of the prizes corresponds to the retail list price at the date of drafting these Rules.

Winner information

In the event of a win, the scratch card will display a confirmation message together with the instructions for claiming the prize. To claim the prize, the Participant may choose one of the following methods:

- Direct submission: the winner may hand the winning scratch card to the appointed staff at the stand no later than the last day of the event. The staff will verify the winning message under the scratch panel and, if valid, will collect the data required to accept the prize.
- Electronic submission: the winner may send, by no later than 15/10/2025, a photo of the duly completed winning scratch card to the following email address: marketing@humancompany.com.

If the winners do not submit the required documentation within the indicated deadlines, fail to comply with the requirements, or cannot be reached, or in case of any irregularities, the prize will be deemed unclaimed and donated to the designated non-profit organisation. The Promoting Company accepts no liability for documents not received due to technical issues, errors, or any other reason.

The Promoting Company reserves the right to request the original winning card. It also reserves the right to carry out checks on the validity of all participations.

The Participant must keep the original scratch card, which may be requested as proof to validate the prize.

If the prize cannot be used for reasons beyond the control of the Promoting Company, the prize will nonetheless be deemed assigned, and the winner will have no further claim.

Failure to accept the prize by both the winner and the reserve will result in forfeiture of the prize, which will then be donated to the designated non-profit organisation.

Prizes delivered to winners may not be used for commercial or promotional exchanges.

Prizes will be delivered in the form of a unique voucher via email within 180 days of the contest conclusion.

Prize delegation:

The winner may not delegate the right to receive the prize to third parties.

Prize refusal:

If the winner expressly refuses the prize, it may remain available to the Promoting Company.

Compliance and guarantees:

The scratch cards will not be identifiable from the outside before being scratched, and the winning message cannot be seen under light. The preparation of winning scratch cards will comply with public trust regulations.

A total of 2,000 scratch cards will be printed, of which 25 will show a winning message and 1,975 will show a non-winning message.

The random distribution of winning cards among the non-winning ones will be certified by a sworn statement.

This prize contest is carried out in accordance with Presidential Decree no. 430 of 26 October 2001 and the instructions set out in Circular no. 1/AMTC of 28 March by the Ministry of Enterprises and Made in Italy..

Participation in this prize contest implies the unconditional and full acceptance of these Rules, including the stated prize values.

In the event of clear and verifiable attempts at fraud, or false/inaccurate statements, the Promoter reserves the right to immediately disqualify the user.

If the Promoting Company or third parties appointed by it identify participants using methods or tools capable of bypassing the element of chance, or otherwise considered suspicious, fraudulent, or contrary to the fair conduct of the initiative, such participants will be excluded and will not be entitled to any prize.

The Promoting Company reserves the right to exclude consumers who have not participated in good faith.

It may also, directly or through appointed third parties, carry out checks (including ID verification, if necessary) in compliance with applicable laws.

Waiver of Right of Recourse:

The Promoting Company hereby waives the right of recourse for withholding tax in favour of the winners (Art. 30, Presidential Decree 29/09/1973 no. 600).

Unclaimed or uncollected prizes:

Prizes not requested or not awarded, other than those expressly refused, will be donated to Fondazione Dynamo Camp Onlus, with registered office in Località Limestre, Via Ximenes 716, San Marcello Piteglio (PT), Tax Code 90040240476.

Information on the processing of personal data:

(Articles 13–14 EU Regulation 2016/679) – processing of personal data resulting from participation in the contest

- **Data processed**
- Data provided directly by the participant by completing the "Scratch & Win" card;
- Data provided by the participant as required to deliver the prize.
- **Purpose of processing**
 - N. The data will be processed for the following purposes:
 - O. correct administrative and operational management of the Contest [legal basis: contractual/legal obligation, Art. 6.1 b–c EU Reg. 2016/679];
 - P. compliance with obligations arising from laws, regulations, or EU legislation, or from instructions given by Judicial Authorities or Public Entities with such powers [legal basis: Art. 6.1 c EU Reg. 2016/679];
 - Q. with the explicit consent of the participant, for public relations and information purposes: the contact details provided may be used to send courtesy communications and/or promotional material related to services and products offered by companies connected to the Promoter hu Holding S.p.A. (more information available at <https://huopenair.com>
 - R.) [legal basis: consent of the data subject, Art. 6.1 a EU Reg. 2016/679].

- **Data processing and storage**
Processing will mainly be carried out using IT and digital tools, ensuring absolute confidentiality and relevance in relation to the stated purposes.
- Personal data not classifiable as “administrative documentation” (i.e. not necessary to demonstrate the correctness of the draws and prize management) will be permanently deleted within 180 days of prize assignment.
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- Data provided for commercial purposes (email addresses and contact details) will be stored for 12 months after the last contact/communication with the participant, or until consent is withdrawn
- **Data processors** - Data may be processed, strictly to the extent required, by:
 - Promoter staff involved in the Contest;
 - IT system management and maintenance staff;
 - third-party companies/professionals, whether connected or not to the Promoter, acting as Data Processors to support contest management, prize delivery, or ancillary services (e.g. IT, financial, or administrative support);
 - IPM Italia Srl, Viale Bianca Maria 24, 20129 Milan (MI), appointed as Data Processor responsible for contest management.
- **Data communication** -
 - Personal data may be disclosed or made available to:
 - entities authorised by law, regulation, or EU legislation;
 - entities indicated by the Participant
 - third-party companies/professionals providing services related to the Contest.
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- **Data transfer abroad** - Personal data will not be transferred outside the EU, except upon the participant’s explicit request to the country where they reside or are located.
- **Data disclosure:** With the winner’s explicit consent, personal data may be published in communication channels such as the Internet, promotional material, or both in digital and print formats.
- **Obligation to provide data** Providing personal data is optional, as is giving consent on the “Scratch & Win” card.
- **Data Controller** The Data Controller is HU HOLDING S.p.A. - Hu HOLDING S.r.l.
- **Data subject rights**
The participant has the right to:
 - request access, rectification, or erasure of personal data, or restriction of processing, or object to such processing;
 - if processing is based on consent and carried out by automated means, receive their personal data in a structured, commonly used, machine-readable format, and/or request its direct transmission to another controller, where technically feasible;
 - withdraw consent at any time (without affecting the lawfulness of prior processing);
 - lodge a complaint with a supervisory authority:
- Garante per la protezione dei dati personali – Piazza Venezia 11, 00187 Rome – Tel: (+39) 06.696771 – E-mail: protocollo@gpdp.it
- – Certified email: protocollo@pec.gpdp.it
To exercise these rights, the participant may write to the postal address above or send an email to privacy@humancompany.com
- Please note that requests made by phone will not be processed unless the identity of the requester can be verified.

- > se il trattamento è effettuato con mezzi automatizzati (informatici) e sulla base del proprio consenso, di ricevere in un formato strutturato, di uso comune e leggibile da dispositivo automatico i dati personali che lo riguardano e/o di ottenerne la trasmissione diretta ad altro titolare del trattamento, se tecnicamente fattibile
- > di revocare il proprio consenso in qualsiasi momento (senza che sia pregiudicata la liceità del trattamento basata sul consenso prima della revoca), ovviamente ciò per i trattamenti effettuati sulla base di tale presupposto
- > di proporre reclamo a un'autorità di controllo: Garante per la protezione dei dati personali - Piazza Venezia n. 11 00187 ROMA - Centralino telefonico: (+39) 06.696771 - E-mail: protocollo@gpdp.it - posta certificata protocollo@pec.gpdp.it

Per far valere i propri diritti l'Interessato potrà inviare una comunicazione all'indirizzo postale sopra richiamato o all'indirizzo e-mail PRIVACY@HUMANCOMPANY.COM, tenendo presente che non sarà possibile rispondere a richieste pervenute telefonicamente ove non vi sia certezza circa l'identità del richiedente.