

Prize Contest "VINCI EROICA 2025"

Pursuant to Article 11 of the Presidential Decree of October 26, 2001, No. 430.

Promoting Company: Registered office Tax Code and VAT	Hu Holding spa via Generale Dalla Chiesa, 13 – 50136 Firenze 07377040485
Appointed Delegate	IPM Italia Srl, con sede legale in Viale Bianca Maria 24, 20129 Milano (MI)
Purpose and Promoted Products	<p>The promotion concerns services offered by Human Company and/or its subsidiaries, consortiums, or affiliated companies, directly or indirectly.</p> <p>The contest is organized to increase visibility of the Promoting Company and other companies within the Human Company Group.</p>
Duration	<p>From 22/07/2025 to 22/08/2025.</p> <p>The final draw will take place by 03/09/2025.</p>
Geographical Scope:	Valid throughout Italy and the Republic of San Marino.
Participants	Natural persons of legal age, interested and eligible to take part in the Eroica race on October 4–5, 2025 (hereinafter "User(s)").
Prize Pool	Euro 2.750,00 (Vat excl.)
Security Deposit:	A surety bond in favor of the Ministry of Enterprises and Made in Italy covering 100% of the prize pool.
Advertising Material	<p>The contest will be promoted via advertising platforms, social networks, proprietary websites, CRM, and press releases.</p> <p>The contest will always be advertised in accordance with the present rules.</p>
Contest Participation	<p>To participate, users must access https://huopenair.com/vinci-eroica-2025 during the contest period, complete the</p> <p>Each participant will be entered into the final draw for 25 vouchers valid for a free registration to the Eroica race, held in Gaiole in Chianti on October 4–5, 2025.</p>

Contest Participation:

To participate, users must access <https://huopenair.com/vinci-eroica-2025> during the contest period, complete the registration form, and submit their data.

Each participant will be entered into the final draw for 25 vouchers valid for a free registration to the Eroica race, held in Gaiole in Chianti on October 4–5, 2025.

Final Draw:

Winners will be randomly selected in the presence of a notary or public official.

Each winner will receive:

A voucher valid for one registration to the Eroica race (Oct 4–5, 2025)

A voucher for one-night stay (night before the race) at hu Norcenni Girasole village in Figline e Incisa Valdarno (FI)

Twenty (20) alternate winners will be drawn in the event that the prize cannot be awarded to any of the initially selected winners (e.g. accumulation of prizes by the same person/number, inability to contact the winner, failure to provide the required documentation, underage participant unable to provide legal guardian authorization, or any other condition that results in exclusion from participation).

Unawarded prizes will be assigned to alternates in the order in which they were drawn.

Note: If deemed necessary to deliver the prizes, the Promoting Company reserves the right to request from winners a copy of a valid ID document. In such cases, if the data entered in the online registration form does not match the presented document, the prize will not be awarded.

Winners cannot dispute the prize awarded, nor request its cash equivalent, exchange, or replacement for any reason. However, if the Promoting Company is unable to deliver the prize as stated, it reserves the right to replace the prize with one of equal or greater value (as per Circular 28/03/2002, point 9.6). Winners are not entitled to any compensation for damages resulting from the acceptance and/or use of the prize or in the event of exclusion from participation.

Exclusion from participation:

Persons who have a working relationship (as employees or collaborators) with the Promoting Company are excluded from participation. This also applies to those involved in the organization and management of the contest.

Participation and limitations:

Each user may participate in the contest only once.

Multiple entries by the same user will be blocked by the system.

Please note that the prize consists of a digital voucher valid for registration to the Eroica race in Gaiole, which is open to athletes with adequate training and a valid competitive medical certificate.

Prizes and description:

Prize Details:	Quantity	Unit value excluding VAT	Total Iva Excl.
Voucher valid for registration to the Eroica race in Gaiole + accommodation voucher	25	€ 110,00	€ 2.750,00
TOTAL			€ 2.750,00

Il premio consiste in:

a coupon valid for completing a registration (1 person) to the Eroica race in Gaiole in Chianti on October 4–5, 2025.

A voucher for a one-night stay (on 04.10.2025 – the night before the race) at the Human Company Group property named "hu Norcenni Girasole village", located in Figline e Incisa Valdarno (FI), Via Norcenni, 7.

Please note that the rate is non-refundable, non-transferable, and cannot be combined with other offers.

The prize includes a "stay only" formula in a "hu stay smart" mobile home accommodation, based on availability at the facility, with a maximum capacity of five (5) guests.

The prize will be delivered in the form of a unique digital code. Upon notification, instructions will be provided to redeem the prize and complete the registration on the website myeroica.cc.

Market value of the prizes:

The total prize pool amounts to €2,750 (excluding VAT). The prize values are based on the public sale price list valid at the time this regulation was drafted.

Winner notification:

The winners of the final draw will be notified by phone or email.

Winners who do not confirm acceptance of the prize within 10 days from the first notification will be considered unreachable. In such cases, the prize will be awarded to alternate winners (in the order in which they were drawn). Alternate winners must comply with the same acceptance timeframe.

The Promoting Company assumes no responsibility in the event that any of the following conditions occur:

- the winner's email inbox is full or disabled;
- the email address provided by the Participant is nonexistent, incorrect, or incomplete;
- the prize notification email/instructions for claiming the prize end up in the spam/junk folder.

Furthermore, the Participant is solely responsible for managing their email inbox, specifically with regard to:

- checking the email containing the instructions to claim the Prize
- adopting security measures to prevent unauthorized third parties from accessing their email account

If the winner is unable to use the awarded prize for reasons not attributable to the Promoting Company, the prize will still be considered as awarded. The winner will have no further claims.

Failure by the winner or the alternate to accept the prize will result in the forfeiture of their right to the prize, which will then be donated to a non-profit organization.

Prizes awarded to winners may not be used for commercial or advertising purposes.

Prizes will be delivered in the form of a digital code, either via email or phone, within 180 days from the end of the contest.

Prize delegation:

Winners are not allowed to delegate the right to receive the prize to third parties.

Unassigned or unclaimed prizes:

Prizes that are not claimed or not assigned — other than those explicitly refused — will be donated to Fondazione Dynamo Camp Onlus, located in Località Limestre, Via Ximenes, 716, San Marcello Piteglio (PT), Tax Code 90040240476.

Waiver of tax withholding recovery:

The Promoting Company waives the right to recover the withholding tax from the winners (Article 30, Presidential Decree 29/09/1973 No. 600).

Prize refusal:

If the winner explicitly refuses the prize, it may remain at the disposal of the Promoting Company.

Server location:

The collection of participants' names online will be managed using software for which a specific declaration of proper functionality has been issued.

The contest database will be hosted on a server located within Italian territory, with its base in Italy.

Privacy Policy

Information provided pursuant to Article 13 of the European Regulation 679/2016 (so-called "GDPR")

The personal data voluntarily provided will be processed, mainly by electronic means and including statistical analysis tools, by Human Company S.r.l. for the management of all phases related to the prize contest called "WIN EROICA 2025".

In addition, the data will be processed to comply with administrative and other mandatory regulations under current national law or EU decisions, and will be retained for the time required by such regulations.

The provision of the requested data is mandatory for the purposes outlined above, and failure to provide such data will prevent the proper management of the contest and compliance with legal obligations.

Personal data may be made available to the authority responsible for consumer protection and public faith, as required for the purposes of the contest.

With explicit consent, the winners' data may be published via communication channels, such as the Internet and promotional and informational materials – both digital and printed.

Furthermore, with explicit consent, the data will be processed by the data controller for promotional and marketing purposes (e.g., sending newsletters, product and service promotions, discount vouchers, surveys, and market research). These promotional contacts will be made via email.

Data collected for contest management purposes will be stored only for the duration of the contest's individual phases and in accordance with applicable legal requirements. Afterwards, the data will be anonymized for statistical analysis, and identifying data will be destroyed.

Conversely, if consent has been given for promotional contact (marketing), the data will be retained in our archives as long as there is presumed interest in consumer goods/DIY products or until the data subject exercises the right to object to the processing for marketing purposes.

Also in this case, once the retention period has expired, the data will be anonymized for statistical purposes and the identifying data will be destroyed and deleted from our archives.

Data processor: IPM Italia Srl, headquartered at Viale Bianca Maria 24, 20129 Milan (MI), Italy.

Authorized data handlers include personnel in sales and marketing, customer service, IT systems, and data security.

In accordance with Articles 15–21 of the GDPR, participants may exercise their rights to access, amend, delete or anonymize their data, limit processing, or object to processing for legitimate or promotional purposes by writing to the data controller at the address above.

Withdrawal of previously given consent may be made at any time without affecting the lawfulness of processing based on consent provided before withdrawal, or on other legal bases permitted by law.

Data subjects are also informed of their right to file a complaint with the relevant supervisory authority to assert their rights.

By writing to the postal address above, participants may also request a full and updated list of data processors.

Finally, participants have the right to request data portability, meaning the right to receive their personal data in a structured, commonly used and machine-readable format, and to transmit that data directly to another controller, within the limits established by the data subject.

Compliance and Guarantees

Participation in the contest is free of charge, except for any regular postal, telephone, or internet connection costs incurred for participation. This prize contest is carried out in accordance with Presidential Decree of October 26, 2001, No. 430, and based on the instructions provided in Circular No. 1/AMTC of March 28, issued by the Ministry of Enterprises and Made in Italy.

By entering this prize contest, participants fully and unconditionally accept all rules and provisions contained in this regulation, including the stated value of the prizes. In the event of clear and verifiable attempts at fraud or false/inaccurate declarations, the Promoting Company reserves the right to immediately delete the user. Entries submitted using temporary email addresses will be deemed invalid and consequently canceled. The Promoting Company also reserves the right to block the use of temporary emails during participation if they are identified as such.

Should the Promoting Company or its appointed third parties detect users participating through means or tools designed to circumvent randomness, or deemed suspicious, fraudulent, or contrary to the normal execution of the contest — including the use of temporary email addresses — those users will be excluded and will not be entitled to any prize won.

The Promoting Company reserves the right to exclude users found to have entered the contest in bad faith (e.g., multiple identities, multiple registrations with different email addresses, etc.).

Therefore, the Promoting Company, or third parties appointed by it, reserve the right to take appropriate action against all participants in the manner deemed most suitable (which may include, if deemed necessary, a request for an identity document), in compliance with applicable laws.

The collection of participants' data will be carried out in accordance with EU Regulation 679/2016 ("GDPR").

The Promoting Company disclaims any responsibility for access issues, interruptions, malfunctions, or difficulties related to technical equipment, computers, telephone lines, cables, electronics, software and hardware, transmission and connection, internet access, access to the online game, and mobile or landline telephone networks that may prevent a User from participating in the contest.

It also disclaims any responsibility for problems caused by the configuration of the User's computer/device that could affect the User's performance during the contest.