



TERMS OF PARTICIPATION for the woom giro del gelato 2021 challenge

ORGANISER

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Please send any questions to woom@woom.com

WOOM GIRO DEL GELATO 2021

For this year's giro del gelato challenge, we are asking you to go on an ice-cream bike ride alone or with your children and friends. You just need to let us know how many kilometres you cover by filling in a form online. For every kilometre covered (up to one million kilometres), we will donate ten cents to UNICEF's WASH programme, which provides children and families in Bangladesh with access to water, sanitation and hygiene. At the end of the challenge, all registered participants will also be entered into a prize draw for the chance to win some incredible prizes. The giro del gelato officially closes on 31 August 2021 (23:59 CET / 11:59 PST).

ELIGIBILITY

- Adults and children are welcome to take part. Children must have the consent of their legal guardians.
- Employees of woom and their families may not participate in the challenge.
- Consent to these terms of participation is a prerequisite for participation. By participating in the challenge, participants accept these terms and confirm they have read and understood them.

TERMS OF PARTICIPATION

- Participation is free and not bound to any purchase.
- Anyone wishing to participate in the challenge must create a profile by filling in the registration form on the giro del gelato web page. The terms of participation are accepted at this point.

- Participants record the number of kilometres they have covered by adding them to their profile. Anyone who is registered may upload a maximum of one ice-cream bike ride of up to 50 kilometres a day for themselves and the same for up to five riding buddies. The number of kilometres cycled by each riding buddy is added up and the total is submitted.
- Participants can set their own routes. The distance of the bike ride (round trip) can be tracked using any suitable app or calculated on Google Maps.
- The challenge begins on 15 July 2021. The cut-off date for submissions is midnight on 31 August 2021.

PRIZES, ANNOUNCEMENT OF PRIZES AND NOTIFICATION

- Around two weeks after the challenge ends, all participants will be entered into the prize draw and 53 winners will be selected at random.
- The prizes up for grabs are 3 woom ORIGINAL bikes, 10 gift certificates worth 100 euros, 20 GIRO DEL GELATO shirts, 10 GLUG stainless steel bottles and 10 AIRFLO bike pumps. Each registered participant will only be able to win a maximum of one prize. The prizes may not be redeemed for cash or exchanged.
- Winners of the announced prizes will be selected at random from all the participants who filled in the registration form. The number of ice-cream bike rides and kilometres logged does not have any impact on the chances of winning.
- Winners will be notified by e-mail using the address provided. Any prizes not claimed by 31 August 2022 will expire. In such cases, woom reserves the right to organise another prize draw.

CONSENT TO PUBLICATION

- By participating in the challenge, cyclists consent to the publication and use of their first name, the first letter of their last name, the country they are based in and the number of kilometres recorded for communication purposes on external communication channels such as websites, Facebook and Instagram. This applies to all ice-cream bike rides submitted regardless of whether participants are selected as winners in the prize draw. This consent can be revoked at any time.

EXCLUSION AND TERMINATION

- woom reserves the right to exclude participants from this challenge in the case of violations of these terms of participation. This applies in particular when incorrect information has been provided.
- woom reserves the right to prematurely terminate the challenge in whole or in part at any time, without notice, or to modify the set-up should it not be possible, for technical or other reasons, to guarantee the proper conduct of the challenge.

PRIVACY POLICY

- woom shall only process personal data within the guidelines of the provisions of data protection law and only to the extent that this is necessary for the conduct of the challenge, specifically in order to contact the winners. See our [privacy policy](#).

EXCLUSION OF LEGAL PROCESS

- Austrian law shall apply, to the exclusion of conflict-of-laws provisions and the UN Convention on Contracts for the International Sale of Goods. The place of jurisdiction is the legally responsible court in Klosterneuburg. A legal process to verify the prize draw is excluded.