

Official Contest Rules

"My Efferon LPS in Action" Photo Contest Official Rules

1. Contest Overview

Participate in the Efferon OU "Efferon LPS" Photo Contest by submitting an original photograph showcasing Efferon LPS in use. We are looking for creativity, originality, and how you integrate our product into your work.

2. Sponsor

This contest is sponsored by Efferon OU, Mooni tn 18, 10613 Tallinn, Estonia.

3. Eligibility

- The contest is open to individuals aged 18 years or older at the time of entry.
- Participants must be legal residents of an EU Member State.
- Employees of Efferon OU, their immediate family members, and agents are not eligible to participate.
- No purchase is necessary to enter or win. A purchase will not increase your chances of winning.

4. Contest Period

- The contest begins on 13 September 2025 and ends on 13 October 2025 ("Contest Period").
- Entries submitted outside the Contest Period will not be considered.

5. How to Enter

To enter the contest, participants must:

1. Post Your Photo on LinkedIn: Publish an original photograph featuring Efferon LPS on your personal LinkedIn profile as a public post.

2. Tag Our Company Page: Tag the official Efferon OU LinkedIn Company Page: <https://www.linkedin.com/company/efferon/>.
3. Use the Official Hashtag: Include the hashtag #EfferonLPSTest in your post.
4. Add a Caption: Write a brief description (maximum 50 words) about your photo and how you use Efferon LPS.

By submitting an entry, you agree to these Official Rules, including the Data Privacy and Image Rights sections.

Image Guidelines:

- Photos must be original and taken by the entrant.
- Photos must not contain offensive, inappropriate, or illegal content.
- Photos should primarily focus on Efferon LPS.
- Faces are not obligatory. If your photo contains identifiable individuals (including yourself), you confirm that you have obtained their explicit consent for their image to be used in this contest and by Efferon OU as described in these rules. Failure to obtain necessary consents may result in disqualification.
- Photos must not infringe on any third-party intellectual property rights (e.g., trademarks, copyrights).
- Photos must have a minimum resolution of 1920x1080 pixels and be in JPEG format.
- One entry per person/LinkedIn account. Duplicate entries will be disqualified.
- Your LinkedIn profile or company page must remain publicly viewable for the duration of the contest and judging period.

6. Judging Criteria and Winner Selection

Entries will be judged by a panel from Efferon OU based on the following criteria:

- Creativity and Originality (40%): Uniqueness and imagination of the photo's concept.
- Relevance to Product Theme (30%): How well the photo showcases Efferon LPS.
- Photographic Quality (30%): Composition, lighting, and overall visual appeal.

The winner will be selected on or around 20 October 2025.

- The winner will be notified via direct message on LinkedIn from the official Efferon OU Company Page within 5 business days of the selection date.
- The winner must respond within 72 hours to claim their prize. If no response is received, an alternate winner may be selected.

7. Prize

- Prize Description: One (1) new Apple iPad (latest available model at the time of award).
- The prize is non-transferable and no cash alternative will be offered.

8. Image Rights & Publicity

By submitting an entry, you grant Efferon OU a non-exclusive, royalty-free, worldwide, perpetual license to use, reproduce, publish, display, distribute, and create derivative works of your submitted photograph (and caption) in connection with this contest and for Efferon OU's marketing and promotional purposes across all media, including but not limited to LinkedIn, Facebook, Instagram, and our websites, without further compensation or notification.

If your photo contains identifiable individuals, you represent and warrant that you have obtained all necessary permissions, consents, and releases from such individuals for their image to be used as described herein.

9. Data Privacy (GDPR Compliance)

- The personal data collected for this contest includes your LinkedIn account information (specifically your LinkedIn profile URL/handle) and any personal data identifiable in your submitted photo.
- Your LinkedIn account information will be used solely to identify your entry, communicate with you regarding your contest entry, and, if you are the winner, for prize notification and delivery.
- We will not use your LinkedIn account information for unrelated marketing purposes.
- The legal basis for processing your data is the explicit consent you provide by entering this contest and accepting these rules.
- Your personal data (LinkedIn account information) will be stored securely for 6 months after the winner announcement and then deleted, unless required longer by law or if you provide further consent as a customer. Submitted photos may be retained and used under the license granted in Section 8.
- You have the right to access, rectify, erase, restrict processing, object to processing, and request data portability under GDPR. To exercise these rights, contact dr@efferon.com.

10. General Conditions

- Efferon OU reserves the right to disqualify any entry that does not comply with these rules.
- Efferon OU is not responsible for lost, late, incomplete, or misdirected entries.
- Efferon OU reserves the right to cancel, suspend, or modify the contest if necessary due to unforeseen circumstances.
- The decision of the judges is final and binding.
- This promotion is in no way sponsored, endorsed, or administered by, or associated with LinkedIn.

11. Governing Law

These Official Rules shall be governed by and construed in accordance with the laws of Estonia.

Contact

For questions regarding this contest, please contact pr@efferon.com.