

FINNAIR NORTHERN MAGIC COMPETITION - COMPETITION RULES AND CONDITIONS

18 December 2024 – 10 January 2025: #FinnairNorthernMagic competition

1. ORGANISER

Finnair Plc (hereinafter the “Organiser”)

Business ID: 0108023-3

Tietotie 9, 01530 Vantaa, Finland

2. ELIGIBILITY

All natural persons of 13 years old or older are eligible to participate in the competition, except for the employees of the Organiser and their family members and persons who are subject to laws that prohibit the organising or participating in the competition.

3. DURATION OF THE COMPETITION

You can participate in the competition between 18 December 2024 and 10 January 2025. Entries received after the end of the competition period will not be considered.

4. PARTICIPATION

You can participate in the #FinnairNorthernMagic competition (later the “Competition”) by sharing one or more videos on your own TikTok account using the Finnair northern lights filter and the hashtag #theroutetonorthernmagic. Participation is voluntary and does not require the purchase of a product or service.

By participating in the competition, you confirm that you agree to the terms and conditions set out in these rules.

5. PRIZE AND SELECTION OF THE WINNER

The prize is a Finnair Gift Card worth 100€. Two (2) winners will be selected by the Organiser in its sole discretion. Each winner will win a Finnair Gift Card of 100€. Finnair gift cards expire one year from the date of issuance.

The winners will be selected by 13 January 2025 from among the entries in the competition.

6. REDEMPTION OF THE PRIZE

The winners will be notified about their win and how to redeem their prize via TikTok private message, and the Organiser shall have the right to publish the TikTok username of the winner in Organiser’s TikTok posts. The prize will be delivered to the winners via email.

If a winner cannot be reached within fourteen (14) days of the announcement of the winner, the Organiser has the right to select a new winner. The prize of the competition cannot be converted into cash or exchanged for other goods.

7. TAXES

The Organiser is not responsible for any taxes relating to the prize, except for the possible Draws Tax in Finland. You are responsible for any other taxes.

8. PROCESSING AND COLLECTION OF PERSONAL DATA

By taking part to the competition, you consent to the processing of your personal data by the Organiser for the purposes mentioned herein. Your participation to the competition is totally voluntary and withdrawal of your consent does not affect its validity prior withdrawal.

The Organiser will process participant's TikTok username to identify and select two winners of the competition and publish the winners' TikTok username on the TikTok platform. Once the winners are selected by the Organiser, the winners will be contacted through TikTok private message to collect the winners' first name, last name and email address to deliver the Finnair Gift Card to the winners and to activate and enable the use of the Finnair Gift Card for the duration of its validity.

The Organiser processes the TikTok username data for the selection of the two winners, publishing the winner's usernames in TikTok and for contacting the winners for delivering the prize. This data will not be retained by the Organiser but may be retained by TikTok according to their privacy policy linked below. The delivery of the Finnair Gift Card will be done outside TikTok platform to the email address provided by the winner, which will be deleted for the purposes of the competition once the Finnair Gift Card is delivered. Any of the personal data processed for carrying out the competition, will not be processed or retained for any marketing communications purposes. Furthermore, no automated decision-making or profiling will be done by the Organiser.

The Organiser takes no part in the processing of participants personal data by TikTok on its platform where the competition takes place. TikTok will process the participants personal data on its platform as an independent data controller, unrelated to the Organiser, according to TikTok's privacy policy, which can be found here: <https://www.tiktok.com/legal/page/eea/privacy-policy/en>.

Please note that the first name, last name and the email address of the winner together with Finnair Gift Card number will be retained by the Organiser for the purpose of using the Finnair Gift Card during its validity and for carrying out Organiser's background processes related to processing of the payment made with a Finnair Gift Card and for further accounting purposes.

You can learn about the Organiser's contact details as a data controller under section "About us" and what rights you have under section "Your data, your rights" in the Finnair Plc's privacy policy: <https://www.finnair.com/en/info/finnair-privacy-policy>.

9.NO AFFILIATION

TikTok does not sponsor, recommend or administer the competition in any way, and the competition is in no way affiliated with TikTok. In addition to the competition rules, you agree to abide by the terms and conditions of TikTok.

10. CHANGES, LIABILITY, APPLICABLE LAW

The Organiser reserves the right to change these rules, and the Organiser has the right to extend, shorten, suspend or cancel the competition in its sole discretion.

The Organiser is not responsible for any alleged or actual loss in relation to your participation, or failure to participate, in the competition.

The competition and these rules are governed by the laws of Finland. Any disputes relating to the competition or to these rules will be resolved by the courts of Finland, the court of first instance being the District Court of Helsinki.