

REGULATION

PRIZE CONTEST

"YOUR AS ROMA SELFIE 3D "

1. PROMOTER	A.S. Roma Merchandising s.r.l. with sole shareholder VAT NUMBER 12788071004, with legal offices in Roma (00184), via Di San Vitale n. 19 (hereinafter " Promoter ")
1.2. DELEGATED PERSONS	Avv. Luca Egitto and avv. Giovanna Maggia- Studio Legale R&P Legal, Via Amedeo Avogadro 26, 10121 Torino VAT NUMBER 07877520010 (hereinafter " Delegated Persons ").
2. TERRITORY	Shop "AS Roma Store" in Via del Corso n. 25/26/27, Roma, Italy (hereinafter " Shop ")
3. DURATION	From 25 May 2017 to 1 June 2017
4. PROMOTIONAL PRODUCT	Kit consisting in: Jersey AS Roma s.s. 2017/2018 (Art. 850612-613) and short trousers AS Roma s.s. 2017/2018 (Art. 847286-613) (hereinafter " Kit ")
5. BENEFICIARIES	All the consumers (hereinafter " Client " or " Clients ") who will buy, during the Duration above, one or more Kits in the Shop. All Promoter's and Shop's employees are expressly excluded from Beneficiaries.
6. PRIZE CONTEST'S RULES	All the Clients who will buy one or more Kits in the Shop during the Duration shall be entitled to receive a Premium. It is intended that the Clients shall buy the complete Kit on the same day; separate transactions of the components of the Kit on different days do not grant the Clients any right to receive a Premium. In order to obtain the Premium, the Client shall wear the Kit inside the Shop and shall make his/her image to be scanned by a specific machinery.

All Clients shall subscribe a specific authorization to process their personal data and their image in order to receive the Premium.

If a Client does not sign such authorization, he/she will not be entitled to receive any Premium.

All Clients will receive a document proving the winning and they shall communicate to the Promoter whether they want to collect the Premium from the Shop or if they want it delivered at the address they will indicate.

The Premium can be collected from the Shop from 1 July 2017; the Promoter will contact the Clients within 30 June 2017 in order to communicate the timing of the collection.

Expedition costs indicated below shall be borne by the Clients:

Italy: Eur 12,00

Foreign Countries:

Peso (kg)	Zona 1	Zona 2	Zona 3	Zona 4	Zona 5	Zona 6	Zona 7	Zona 8	Zona 9
	Austria Francia Germania Liechtenstein Pr.di Monaco Slovenia Svizzera	Benelux Gran Bretagna Spagna Portogallo	Bulgaria Polonia Rep.Ceca Romania Slovacchia Ungheria	Cipro Croazia Danimarca Estonia Finlandia Grecia Irlanda Lettonia Lituania Malta Norvegia Svezia Turchia	Andorra Balcani Bielorussia Faroe Fed. Russa Gibilterra Islanda	Canada Stati Uniti	Cina Emirati Arabi Far East Hong Kong India Pakistan	Australia Brasile Egitto Georgia Israele Iraq Marocco Messico N.Zelanda Sud Africa	Resto del mondo
	22,00 €	22,00 €	22,00 €	24,00 €	35,00 €	38,00 €	42,00 €	44,00 €	

All Customs costs imposed by foreign countries shall be borne by the Clients.

7. PREMIUM

A figurine in 1/10 scale depicting the Client's likeness wearing the Kit realized by a specific scanning machine.

8. PRIZE MONEY

The foreseen total prize money is equal to Eur 8.965,00 subject to adjustment at the end of the Prize Contest.

9. COMMUNICATION AND

The Promoter will promote this Prize Contest by radio, press, web, stadium and with promotional materials available in the Shop and through www.asroma.com/it/ website

<p>ADVERTISEMENT</p>	<p>Promotional messages are compliant with this regulation.</p> <p>The Promoter is entitled to use any other communication channels useful to make this Prize Contest accessible to all potential beneficiaries.</p> <p>The complete regulation is available in the Shop and on www.asroma.com/it/notizie/2017/05promozione-as-roma-store website.</p> <p>The regulation shall be stored in the Promoter's legal offices until the end of the Prize Contest and for all the period pursuant to DPR 26.10.2001 n. 430</p>
<p>10. MISCELLANEOUS</p>	<p>Premiums cannot be converted in money.</p> <p>Premiums shall be delivered only if the Promoter confirms that the Client has obtained the Premium in compliance with this regulation.</p> <p>The Promoter has the right to ask the Clients to sign a discharge declaration as a condition to receive the Premium.</p> <p>Participation to this Prize Contest imply all the relevant terms and conditions acceptance.</p> <p>Participation at this Prize Contest does not imply any cost for the Client, save for the price of the Kit and the expedition costs indicated above.</p> <p>The Promoter can amend this regulation by giving previous notice to the Clients and save for all the Client's rights already arisen according to the applicable law and this regulation. The Promoter can amend this regulation if needed according to applicable laws, giving all the Clients the relevant information.</p> <p>In case of amendments, the Promoter shall comply with all disposals of art. 10, comma 3, of DPR 430/2001</p> <p>Security Deposit. According to art. 7, DPR 26.10.2001 n. 430, the Promoter duly paid the security deposit.</p> <p>Privacy Statement: According to art. 13 of d.lgs. 30.06.2003 n. 196, the Promoter inform that all personal data collected during the Prize Contest will be processed according to the following terms.</p> <p>Data processing shall be made according to good faith principles, loyalty</p>

and transparency.

All the data shall be registered and stored in order to comply with the scope of the Prize Contest, according to this Regulation. All the personal data collected will be processed manually and electronically and will be used exclusively for the purposes authorized by the Client's consent.

The data collected shall be processed by AS Roma Merchandising S.r.l. with sole shareholder VAT Number 12788071004 with legal office in Rome (00184), via Di San Vitale n. 19, as Promoter and as data controller and by the other subjects indicated in the Privacy statement according to art. 13 of Privacy Code which shall be delivered to all Clients; it is intended that all data processing shall be made in order to achieve the scope of the Prize Contest.

In case of refusal to provide personal data, the Promoter would not be able to deliver any Premium according to this regulation.

Personal data will not be communicated to third parties or otherwise distributed, with the exception of the companies that are controlling, subsidiaries and/or affiliated to AS Roma Merchandising S.r.l. and to the other subjects indicated in the privacy statement which shall be delivered to each Client.

Personal data will not be diffused.

Any other information referred to personal data processing, included the list of the rights provided for by art. 7 of Privacy Code (access, amendment, update, rectification, cancellation and opposition for good reason) are indicated in the privacy statement pursuant to art. 13 of the Privacy Code which shall be delivered to all Clients.