

# Collect sunsets

Share your sunset moments with us  
for a chance to win a magical weekend  
in the Swedish archipelago.



## Competition period 1 – 21 June 2024

1. Post your sunset image on Instagram
2. Make your profile public during the competition period
3. Tag "Didriksons" in the image



## Didriksons moments

In 2024 we will continue to remind people of the value gained by spending more time outdoors, and the importance of balancing screen time with real life experience. As a friendly reminder of the value gained of spending time together outside, and the need of a good jacket, we invite our audience to share their most beautiful sunsets with us. A fun and inspiring way to create engagement that reaches from the store to the shore.



## Winners and prizes

**The most inspiring sunset images win prizes from Didriksons:**

- One winner enjoys a complementary weekend on the Swedish west coast.
- 100 winners receive a Didriksons hoddie.
- 200 winners receive a Didriksons printed T-shirt.

The winners will be selected by a jury from the Didriksons brand.  
Winners from your local area will be directed to your store to receive their prizes.

# Competition Terms and Conditions

## Compete and Win a Trip to the Swedish Coast!

Thank you for your interest in participating in our competition to win a trip to Sweden worth 10.000:- SEK. Please read through the competition terms and conditions before entering the competition. By participating, you also agree to our competition rules. We will not send you any communication that requires you to log in to another platform, nor will we provide links to unknown parties as the organizer. Competition Manager and Organizer: Didriksons Regnkläder AB.

### Personal Data Handling:

By participating in this competition, you consent to Didriksons handling your personal data in accordance with these competition terms and conditions. We collect your personal information only if you win. Only the competition management team at the organizer will handle this data. Once the competition is over, the winners have been selected, contacted, and verified, this information will be promptly deleted. If you have chosen to receive discount offers and information from Didriksons, we will contact you with such information. In such communications, you always have the option to unsubscribe for further communication. If you have any comments or complaints regarding our data processing, please contact the Swedish Data Protection Authority, Box 8114, 104 20 Stockholm, tel. 08-6576100, email: [imy@imy.se](mailto:imy@imy.se).

If you wish to revoke your consent for us to store your personal data, please contact [dataskydd@didriksons.com](mailto:dataskydd@didriksons.com). If this is done before the winner is selected, you forfeit the opportunity to win in this context. For any other questions regarding how we handle your personal data, please contact us via email [dataskydd@didriksons.com](mailto:dataskydd@didriksons.com) or by phone +46 33-101913.

The entire technical platform for the competition is provided by Didriksons, where the competition is also administered, and participants' personal data is stored during the validity of the competition.

### General Terms:

You can only compete with one entry, thus one chance to win. In case of any doubts about the competition, its terms, and the prize, it is always the responsibility of the participant to verify the rules. The organizer is not responsible for any technical difficulties or issues on the participant's end that may affect registration,

participation in the competition, or its outcome for this contest. The organizer is not liable for any typos or damages due to force majeure such as fire, accident, strike, weather conditions, or other serious events beyond the organizer's control.

This competition is in no way sponsored, endorsed, or administered by Meta (Facebook and Instagram) or any other social media platform.

### Prize Details:

The prize consists of a trip to Sweden and cannot be exchanged for another destination, cash, or any other product. The prize entitles the winner to a travel value to Gothenburg worth 10.000:- SEK. The prize is personal, and the winner must be present on the completed trip. Any prize tax is to be paid by the winner and any accompanying travelers. (Current rules, at the time of writing this, state that no prize tax should be paid. As the organizer, we reserve the right for any future changes from the Swedish Tax Agency). The organizer's decision on the designated winner is final. The trip or trips must be completed before 21 June, 2025. After this date, the right to use the prize expires.

How We Select Winners and When: Winners are chosen by the organizer through a jury. The competition runs between 1 June – 21 June, 2024. Winners will be notified by 31 July, 2024, via their contact account at Instagram. The winner will be published in the organizer's communication channels with their first name or first and last name. If the sought-after winner cannot be reached within 7 days, another winner will be selected.

Competition Participants: The participant must be 18 years of age or have parental approval and consent for the handling of personal data. Participants act on their own behalf and are responsible for ensuring that the provided personal information does not infringe on another person, copyright, or violate any other right. Employees of Didriksons will not be eligible to win. In case of suspicion of cheating or any form of manipulation of the competition, the organizer reserves the right to exclude participants.

We wish you the best of luck!