

Use your imagination to capture a unique and creative way of crossing the national borderline between Haparanda and Tornio. Share your favorite scenes of yourself with friends and family, animals, or your vehicle crossing to the other side.

**To enter our contest, follow the steps below!**

1. Follow @crossborder100 on Instagram,
2. Post your photo/video with the hashtag #crossborder100
3. Tag @crossborder100

That's it! Winners will be notified via Instagram DM on 3 September 2019

**Contest description:**

- This contest is part of the "100 Ways to Cross the Border" campaign organized jointly by the city of Tornio and the city of Haparanda.
- The Tourists office of Tornio-Haparanda is managing this contest. For any inquiries please contact the tourist office directly. [www.visithaparandatornio.com](http://www.visithaparandatornio.com)
- The contest starts on June 1st and ends on August 31st.
- You may submit as many photos/ videos as you like. However, good resolution and short videos (10-30) seconds are preferred.
- You can post up to 3 photos maximum in a single post.
- The first award is 100 €. The next best 10 receive a special contest T-shirt and a diploma.

**Remember**

- This contest is in no way sponsored, endorsed or administered by, or associated with, Instagram.
- You must be over than 15 years old to participate.
- You can't tag people if they aren't in the photo/video.
- You can't post photos/videos of people without their permission.
- You will be held accountable for what you post.
- Photos must have been taken during the contest period (June- August).
- Basic editing, including color enhancement, the use of filters, and cropping of the Photo(s) is acceptable, provided any such editing does not affect the authenticity and/or genuineness of the Photo/Videos.
- Advanced editing used to create illusions, deceptions and/or manipulations, and the adding and removing of significant elements will disqualify an entry.
- Photos that portray or otherwise include inappropriate and/or offensive content, including provocative nudity, violence, human rights and/or environmental violation, and/or any other contents deemed to be contrary to the law, cultural & moral traditions, are strictly prohibited.
- You must be over than 15 years old to participate below the age limit are encouraged to participate along with their parent/s.
- Although it's not mandatory, it is preferred that You provide a unique title and/or caption for each post.

- Modifying, enhancing or altering a third party's pre-existing work does not qualify as entrant's original creation.

#### **Eligibility:**

- The contest theme is crossing the national border between Haparanda and Tornio.
- All posts should clearly show a crossing point between Haparanda and Tornio.

#### **Intellectual Property Rights and Data Protection Regulations:**

- Submitted photos/ videos must be original, created and/or taken by the contestant. It must not contain any materials owned or controlled by a third party for which you have not obtained a permission, must not infringe the copyright, trademark, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity. All post should comply completely with the European data protection regulations (GDPR) and all national laws and regulations in both countries, Sweden and Finland.
- If the image can be used to identify an individual and tell something about them it is likely that it will be personal data for the purpose of the Data Protection Act. People can obviously be identified from names and pictures/videos but may also be identified from contextual information e.g. caption, tags. In this case, consent must be obtained for any individual that appears in the photos/ videos if not posted by the person himself.

#### **Liability**

- You hereby hold harmless, release, indemnify and discharge the city of Haparanda and the city of Tornio and their employees from all liability, claims, judgments, demands, controversies, agreements, damages, actions and causes of action.
- Participants waive any claims that may state or assert against the city of Haparanda and the city of Tornio in association with the contest or any of its associated activities.
- Under no circumstance will the two cities be liable for any:

a) lost, late, misdirected, stolen, illegible or incomplete submissions.

b) error, omission, interruption, deletion, or defect.

c) theft or destruction or unauthorized access to, or alteration of, submitted Photos and videos.

#### **Winner selection:**

The nomination process begins promptly after you submit your post. Duly elected members of staff will review all the posts and re-post by crossborder100 Instagram account and make it available for voting. To avoid any controversy, the first prize goes for the post that collects most likes on the reposted submission by crossborder100 and not by the likes collected on the post owner's account.