



Open Belgian Championship 'shoot-out' & festival 2018

Photo Competition 'Guylian Seahorses of the World 2018'

Partners: Guylian – Project Seahorse – NELOS

Competition Rules

1. ORGANIZERS

The Organizers of the photo competition 'Guylian Seahorses of the World' are Project Seahorse, Chocolaterie Guylian NV, the Audiovisual Commission of NELOS vzw (the Flemish part of the Belgian diving federation BEFOS), Hippocampus (the magazine of NELOS), Hugyfot and Green Force.

NELOS vzw
Brusselsesteenweg 313-315
2800 Mechelen
Belgium

PROJECT SEAHORSE
University of British Columbia
Fisheries Centre
2204 Main Mall Hut B5
Vancouver, B.C., V6T 1Z4
Canada

PROJECT SEAHORSE
UK Office: Zoological Society of London
Regent's Park
London NW1 4RY
United Kingdom

CHOCOLATERIE GUYLIAN NV
Europark Oost 1
9100 Sint-Niklaas
Belgium

HUGYFOT / GREEN FORCE
Industrielaan 30 – Zuid III
9320 Erembodegem
Belgium

Further in this document, those parties will be referred to as the 'Organizers'.

2. ENTRANTS

- 2.1. The competition is open to anyone, worldwide and must be 18 years of age or older on July 1st, 2018.
- 2.2. The competition is open to both amateur and professional photographers/videographers.
- 2.3. Participants may participate in both the photo and the video category.

3. PERIOD

- 3.1. **The competition starts on July 1st 2018 and ends on October 28th 2018 at midnight, CET.** Registration, photos and videos are to be sent to seahorses@nelos.be. Entries received after said period are disqualified.
- 3.2. The organizers reserve the right to terminate the competition at any time they deem appropriate.

4. PHOTOGRAPHS / VIDEOS

- 4.1. Photographs and videos that have already been entered for previous competitions for Project Seahorse are not allowed.
- 4.2. Entrants can submit up to five (5) photographs and/or one (1) video film, but only one entry per person is accepted.
- 4.3. **Photographs should show at least one seahorse (*Hippocampus* species).**
- 4.4. **The seahorse(s) should be photographed/filmed in its (their) natural habitat.** The country or location is the entrant's choice. Scenes in an aquarium or other human-created environment are not eligible. However, photographs of seahorses found on man-made structures in their wild habitat, such as shark-nets, discarded fishing gear, piers, etc., are permitted as these may have conservation value. **No marine fauna or flora is to be disturbed in the process of acquiring the photographs/video shots.** Organizers do not condone or support any handling and/or harassment of seahorses or destruction of or damage to their habitat. Only photographs/videos that depict seahorses in their natural habitat will be eligible. Since Project Seahorse is a marine conservation organisation this is an important requirement for this competition. Organizers therefore reserve the right to disqualify any entry they judge to be in violation of these rules. This will be communicated to the entrant in writing. The decision is final and no further discussion or correspondence will be done on the matter.

5. FORMAT OF PHOTOGRAPHS

- 5.1. Photographs can be submitted in black & white or in colour, but for scientific purposes Project Seahorse strongly encourages the use of colour.
- 5.2. Photographs must be submitted in digital format, so no prints.
- 5.3. **Digital photographs must be submitted in high-resolution RAW, TIFF format or JPG format (in highest quality).** The minimum resolution: '1500 x 2100 pixels' or the equivalent ('300 dpi at 5 inches by 7 inches' or '300 dpi at 13 cm by 18 cm' or '72 dpi at 53 cm by 74 cm'). **We prefer a resolution of 2480 x 3508 pixels or bigger.**
- 5.4. Make sure your photographs are of good quality. Note that this is a photo contest and a certain quality is expected. Digital photos may be cropped, lightened or darkened, or the white balance may be changed. No other enhancements, apart from removing disturbing dust, are allowed. Organizers reserve the right to disqualify any entry they judge to be in violation with these rules. Such case will be communicated to the entrant by email. The decision is final and no further discussion or correspondence will be done on the matter.

6. FORMAT VIDEOS

- 6.1. Videos must be in colour.
- 6.2. Mounted film with music/comments may be submitted but Project Seahorse strongly encourages no music or comments.
- 6.3. The duration of the video is maximum 3 minutes.
- 6.4. The video must be submitted electronically in a maximum resolution of full HD (1920x1080) and in one of the following file formats: .mp4 or .mov.
- 6.5. By submitting a video film, the author confirms that he/she has acquired all rights for the used music. He/she indemnifies the organization against any possible violation of the relevant legislation.

7. ENTRIES

- 7.1. Entries for 'Guylian Seahorses of the World' can be submitted via www.wetransfer.com, Dropbox, Microsoft OneDrive or similar file transfer service.
- 7.2. Please mail the download link to seahorses@nelos.be and mention 'Guylian Seahorses of the World' as subject of your message.
- 7.3. The entry of the photographs and/or the video, must be accompanied by the completed entry form. Entries without this form will not be considered. The entry forms can be downloaded from the Guylian website: www.seahorses.guylian.com and from www.nelos.be/seahorses.
- 7.4. By taking part in this competition the participant agrees with the full contest rules and guidelines in this document. The latest version can be downloaded from www.seahorses.guylian.com and from www.nelos.be/seahorses.
- 7.5. You must state the date, location and title (which you are free to choose) for each photograph. If you know the species name of the seahorse include that on the form too. The photo files should bear the same name as that which you entered on the entry form.
- 7.6. For the video include the filename, the title of the film, the period when (month and year) and the location where the recordings were made. If you know the species name of the seahorse/seahorses that appear in the film, include that too.
- 7.7. The organizers cannot be held responsible for lost, late, incomplete or erroneous entries.

8. THE PARTICIPATION FEE

- 8.1. Participation in the category 'Guylian Seahorses of the World' is free.
- 8.2. In addition participation includes free entry for every entrant to the awards event at the OBK Festival in TODI, be-MINE 1, 3582 Beringen (Belgium) on November 17th, 2018.

9. COPYRIGHT

- 9.1. By entering the competition 'Guylian Seahorses of the World', entrants declare that they are the author and legitimate owner of the submitted photographs/video.

- 9.2. Each entry does not infringe upon the copyrights, trademarks, contract rights, or any other intellectual property rights of any third person or entity, or violate any person's rights of privacy or publicity.
- 9.3. You agree to fully indemnify Guylian in respect of all royalties, fees and any other amounts owed to any person by reason of Your breaching any of the foregoing.
- 9.4. **The Organizers recognizes that You, as the author of the image, retain full ownership of the copyright of each Entry.**
- 9.5. The primary objective of the Competition 'Guylian Seahorses of the World' is the acquisition of high-quality photographs and videos of seahorses in their natural habitat, which Project Seahorse and Chocolaterie Guylian NV can use for both their educational outreach efforts and for scientific study. Also, NELOS and their 'Audiovisuele Commissie' and their 'magazine Hippocampus' may use the pictures/video films. **Therefore, entrants grant the Organizers the full and royalty-free right to print, publish and use worldwide in whatever format all submitted photographs/videographs over an undefined period of time.** Entrants also agree that their submitted photographs can be reproduced royalty-free by the Organizers over an undefined period of time for commercial reasons in PR related documents, packaging, folders, catalogues and similar objects.
- 9.6. In all these cases however, the name of the entrant (author) will always be mentioned.
- 9.7. All intellectual property rights, including – but not limited to – copyrights and design rights, concerning all creations which have been developed by the entrant by order of Chocolaterie Guylian NV, are owned by or, insofar as the entrant is the lawful first owner in accordance with the applicable law, are assigned entirely, without any reservation or exclusion, by the entrant to Chocolaterie Guylian NV.
- 9.8. With regard to the copyright, the assignment concerns every form of use by Chocolaterie Guylian (including – but not limited to – the right of reproduction, the right of communication to the public and the right of adaptation as well as any secondary rights) in any manner and on any material, worldwide and for the total duration of the protection, including possible renewals.
- 9.9. For all creations which are subject to copyright as well as design right legislation, the entrant explicitly consents Chocolaterie Guylian NV to register the creations as designs, in the name of Chocolaterie Guylian NV.

10. WINNER

- 10.1. For the Grand Prizes: An International jury, chaired by Prof. Amanda Vincent, Director of Project Seahorse, with members of NELOS and Project Seahorse professionals, shall judge all eligible entries and will select the 4 winners. Entries will be judged on the following features: scientific value, artistic value, seahorse species, creativity, uniqueness of location, habitat, etc.
- 10.2. For the Public Prizes: On the Guylian website (www.guylian.com), friends and the public can like the photographs through their Facebook account. An International jury, chaired by Prof. Amanda Vincent, Director of Project Seahorse, with members of NELOS and Project Seahorse professionals, will select the 5 public winners from the 20 photos with the most likes.
- 10.3. For the 'Price Hugyfot Best seahorse photo': A Hugyfot team select the winner.
- 10.4. The organizers have the right to disqualify an entry if it becomes evident that the 'liking' has been centralized by the members of a club or an organisation in order to increase the chances of winning.
- 10.5. The nominated winners will be notified by letter, phone or email no later than November 15th 2018.
- 10.6. All the competition winners will be announced at the NELOS Festival, TODI, be-MINE 1, 3582 Beringen (Belgium) on November 17th, 2018.
- 10.7. The decision of the jury is final. No discussion or correspondence will be done on the matter.

11. PRIZES

- 11.1. Every eligible entrant in the Guylian photo competition 'Guylian Seahorses of the World', independent from the number of photographs submitted, will be granted a gift bag with Guylian chocolates with a retail value of € 20,00**, when visiting the Festival for Underwater Photo and Video on November 17th 2018 in TODI, be-MINE 1, 3582 Beringen, Belgium. The gift bags will be available at the Guylian booth. You support Project Seahorse by participating. The chocolate gift is Guylian's thanks to you for your support to this marine conservation organisation. We regret however that we cannot send gift bags to subscribers of the 'Guylian Seahorses of the World' category who are not visiting the NELOS Festival, as we cannot ship chocolate by mail or courier with a 100% quality guarantee.
- 11.2.** The Jury will select 5 Public Prizes and 3 Grand Prizes.
- 11.3.** You are strongly encouraged to also upload your photos to iSeahorse (www.iseahorse.org) – a citizen science tool for seahorse science and conservation. This will improve Project Seahorse's understanding of these animals and help to protect them. There will be a random draw for those that have submitted photos to iSeahorse and the winner will receive a signed copy of 'Seahorses – A Life-Size Guide to Every Species' by Sara A. Lourie.
- 11.4. The Grand Prizes:**
1st Prize Photo: 'Hugyfot Vision housing for GoPro 5/6' (or for 'Sony RX-100'), complete with 'hugyfloat arms' and an 'Arius 1500 video light kit' + a Guylian prize package.
1st Prize Video: 'Arius video light kit' (2 video lights 1500 lumen) + a Guylian prize package.
2nd Prize Photo: 'Greenforce GFI scuba light' (1650 lumen) + a cheque worth 200 EUR to spend in a diving shop nearby + a Guylian prize package.
3rd Prize Photo: a cheque worth 500 EUR to spend in a diving shop nearby + a Guylian prize package.
- 11.5. The Public Prizes:**
1st Prize: a luxurious gift box filled with Guylian chocolates worth 50 EUR.
2nd Prize: a selection of Guylian's finest chocolates worth 35 EUR.
3rd – 5th Prize: a selection of Guylian's newest products worth 20 EUR.
- 11.6. The 'Price Hugyfot Best seahorse photo':** 'Hugyfot Slingbag' (bag for photo equipment) + a Hugyfot surprise packet.
- 11.7.** All prizes are non-transferable and not redeemable for cash or any other object than proposed, and may not be combined with any other offer, discount or promotion.
- 11.8.** The Organizers preserve the right to replace the prizes by others with the same or a higher value, in case of force majeure.

12. DATA PROTECTION

- 12.1.** We will not use your personal information to any end other than what is necessary for the 'Seahorses of the World Competition', and to keep you up to date on this event. More information about our use of your personal information, or the kind of control you can exercise to that end, can be found in Guylian's Privacy Policy at www.guylian.com/privacy-policy.
- 12.2.** If you no longer wish to receive any information about the 'Guylian Seahorses of the World Competition', or if you would like to know more, or if you wish to exercise control over your personal data, send an email to marketing@guylian.be stating: 'Guylian Seahorses of the World Competition'.

13. DISPUTES

13.1. No responsibility is assumed by the Organizers in case of a change or cancelling of the competition due to force majeure.

13.2. By participating in this competition, entrants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this competition, shall be resolved individually, without resort to any form of class action, exclusively, before a court located in Belgium. The Court shall apply the laws of Belgium, without regard for doctrines of Conflict of Law. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this competition), and participant further waives all rights to have damages multiplied or increased.

* * *