

**FONDAZIONE ALTAGAMMA “Icons of Italy. A curated journey celebrating Italian creativity” CONTEST
OFFICIAL RULES**

Fondazione Altagama, (hereinafter the “Sponsor”) located in Via Monte Napoleone 9, 20121 Milan, Italy is organizing this Contest within the scope of the initiative “Icons of Italy. A curated journey celebrating Italian creativity”.

ELIGIBILITY

The Contest is open only to eligible participants who meet the following criteria:

- a) Who are age of majority or older in their state of residence;
- b) Who are located in the United States at the time of entry;
- c) Who are not residents or citizens of Italy;

Contest is void where prohibited or restricted by law.

Employees of the Sponsor, and their immediate families, their agents or anyone professionally connected to this Contest shall not be entitled to enter.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT DOES NOT IMPROVE YOUR CHANCE OF WINNING.

Any person entering into or participating in this Contest is deemed to have accepted and to be bound by these Official Rules.

1. PROMOTIONAL PERIOD

Registration period: register to the in-store activities from March 25 to April 11, 2026.

Event period: visit the boutiques from April 09 to April 11, 2026.

Submission Period: send the photos from April 09 to 11:59 p.m. ET on April 26, 2026.

Winners’ selection will be made by Jury by May 31, 2026.

2. ENTRY AND PARTICIPATION

Registration Period

Beginning March 25, 2026, eligible participants may pre-register for the in-store activities through the dedicated initiative website at iconsofitaly.altagama.it by completing the registration form with all required information. During the registration process, participants will be able to acknowledge Privacy Notice and the Official Contest Rules, and may optionally provide consent to receive promotional communications.

Please note that registration alone does not constitute a valid entry into the Contest.

Pre-registration is optional and does not constitute a condition of participation in the Contest.

Event Period

All eligible participants who attend one or more of the in-store activities taking place from April 9 through April 11, 2026, at the participating boutiques in Manhattan are entitled to enter the Contest, regardless of whether they have completed the pre-registration form. The full list of participating Boutiques and their respective initiatives will be available on the dedicated initiative website iconsofitaly.altagama.it.

Submission Period

To enter the Contest, eligible participants must, during Submission Period:

- take a photo representing their experience during the in-store activity; and
- submit the photo via email to iconsofitaly@altagamma.it, by indicating name, surname, date of birth, address and (optional) Instagram profile, no later than **11:59 p.m. ET on April 26, 2026**.

Submission of the photo via e-mail constitutes a complete and valid entry. Each photo must be submitted separately and will count as a separate entry.

Participants who pre-registered must use the same email address provided during registration. Participants who did not pre-register must include their full name, date of birth, state of residence and contact details in the submission email.

Optionally, participants may share their experience on social media by tagging @fondazionealtagamma. Social media sharing does not constitute entry into the Contest and will not be taken into consideration for the purposes of the jury's evaluation.

The Sponsor reserves the right to verify the validity of entries and participants at any time, including identity, age and place of residence, and to disqualify any participant who breaches these Official Rules.

Please note: Italian citizens or residents may attend Contest-related events, but they are not eligible to participate in the Contest. Any prize awarded to an ineligible participant will be forfeited.

3. WINNERS' SELECTION - JURY

All valid photos received via e-mail by the deadline of April 26, 2026 and in compliance with these Official Rules will be evaluated by a jury appointed by the Sponsor (the "Jury").

The Jury will select the winning photo based on qualitative and artistic criteria, including the ability of the photograph to effectively represent the spirit and experience of the "Icons of Italy" initiative, as follows:

- Representation of the spirit of the event: the ability of the photo to capture significant and iconic moments experienced during "Icons of Italy."
- Interpretation of the experience: the ability of the photo to convey the experience offered by the participating stores, highlighting the values of excellence, creativity, quality, and craftsmanship that distinguish Made in Italy.
- Evocative power: the ability of the image to convey the atmosphere of the event and to capture, through a personal, original, and authentic perspective, a moment that expresses Italian elegance, culture, and lifestyle.
- Visual quality and immediacy: the ability of the photo to combine instant accessibility with visual quality, providing an original, creative, and meaningful representation of the experience.

The Jury's decision is final and binding, and no correspondence will be entered into regarding the selection process. The scores assigned by individual Jury members are for internal evaluation purposes only and will not be disclosed.

The Jury will select **18 winning photos, one per each hotel partner listed in Section 4, and will assign each winning photo to the corresponding hotel**. The Jury's decision is final and binding, and no correspondence will be entered into regarding the selection process. The scores assigned by individual Jury members are for internal evaluation purposes only and will not be disclosed.

The Jury will also select ten (10) reserve entries (photos) in order of preference, to be contacted in the event that the selected winner does not accept the prize

4. PRIZE

There are 18 prizes in total, one per each hotel partner listed below. Each prize consists of a voucher valid for a two (2) night stay for two (2) people at the hotel assigned by the Jury. The Jury will assign each winning photo to one of the following hotel partners of the Sponsor in Italy:

1. *Aman Rosa Alpina: Strada Micura de Rue, 20, 39036 San Cassiano in Badia (BZ)*
2. *Auberge de La Maison: Via Passerin d'Entrèves, 16 A, 11013 Courmayeur (AO)*
3. *Bellevue Syrene: Piazza della Vittoria, 5, 80067 Sorrento (NA)*
4. *Helvetia & Bristol Firenze – Starhotels Collezione: Via dei Pescioni, 2, 50123 Firenze (FI)*
5. *Hotel de Russie – A Rocco Forte Hotel: Via Del Babuino, 9, 00187 Roma (RM)*
6. *Hotel Eden – Dorchester Collection: Via Ludovisi, 49, 00187 Roma (RM)*
7. *Hotel La Perla: Strada Col Alt, 105, Corvara in Badia (BZ)*
8. *L'Albereta: Via Vittorio Emanuele, 23, 25030 Erbusco (BS)*
9. *Lungarno Collection: Lungarno degli Acciaiuoli, 4, 50123 Firenze (FI)*
10. *Hotel Il Pellicano: Località Sbarcatello, 58019 Porto Ercole (GR)*
11. *Hotel Principe di Savoia – Dorchester Collection: Piazza della Repubblica, 17, 20124 Milano (MI)*
12. *Jumeirah Capri Palace: Via Capodimonte 14, 80071, Anacapri (NA)*
13. *Lefay Resort & SPA Lago di Garda: Via Angelo Feltrinelli, 136, 25084 Gargnano (BS)*
14. *Masseria San Domenico: S.P. 90, Savelletri di Fasano, 72015 Brindisi (BR)*
15. *Relais San Maurizio: Località San Maurizio 39, Langhe*
16. *The Gritti Palace – A Luxury Collection Hotel Venice: Campo Santa Maria del Giglio 2467, 30124 Venice*
17. *Verdura Resort – A Rocco Forte Hotel: Via Figuli - 92019 Sciacca (Sicilia)*
18. *Villa d'Este: Via Regina 40, Cernobbio - Italia*

The approximate value of each voucher is €3,500 (USD \$4,043.37). The total approximate value of all prizes is €63,000 (USD \$72,780.66).

The voucher will be delivered to the winner within 30 days of prize validation and must be redeemed by the deadline indicated on the voucher

It is specified that:

- **The prize includes accommodation only. All travel expenses to and from the hotel, as well as any personal expenses, are the sole responsibility of the winner and their companion.**
- **The stay is subject to hotel availability. Sponsor reserves the right to replace it with an alternative hotel partner of equal or greater value. .**
- The prize must be accepted as awarded. No substitution, transfer, cash redemption, or exchange of the prize is permitted, except at the sole discretion of the Sponsor. Any difference between the approximate value of the voucher and its actual value will not be compensated.
- The winner must be of legal age in their state of residence. The winner's companion may be a minor, provided they are accompanied by the winner acting as parent or legal guardian, or with the written consent of their parent or legal guardian.
- Once travel documents are issued, neither the arrangements nor the travel companions may be changed without the Sponsor's approval.
- The Sponsor is not responsible for delays, cancellations, or unforeseen events related to the stay or transfers. Winners and their companions may be required, upon request, to provide information sufficient to demonstrate their eligibility. The Sponsor will not replace lost, damaged, or stolen vouchers or certificates. None of the Parties (Sponsor, its affiliates, subsidiaries, agents, and any other parties involved in the

administration of this Contest) assume any liability for the inability of the winner or their companions to complete the stay due to illness, quarantine, or other events beyond the Sponsor's control. Winners and their companions are responsible for obtaining all necessary documentation for the stay, including passports, visas if required, and personal travel insurance, if desired, prior to the stay. Costs include, without limitation, any local tourist tax (tassa di soggiorno) applicable at the hotel's location in Italy.

- All federal, state, provincial/territorial, and local taxes, as well as all other costs associated with acceptance or use of the prize, are the sole responsibility of the winner. Prize delivery arrangements will be made following winner validation.

5. WINNERS' NOTIFICATION AND PRIZE DELIVERY

Each winner will be contacted by email and will be required to **respond within 7 calendar days with:**

- **all contact details (name, surname, phone, address);**
- **a copy of valid identity document;**

If the winner fails to respond within the specified timeframe, the participant will be disqualified and the prize will be offered to a reserve (in order of ranking). This process will be followed until reserves are available. In the event that no reserve accepts the prize for a given hotel, the Sponsor reserves the right not to award that prize.

The Sponsor company and third parties assume no responsibility in the event of non-delivery or late delivery of the notification email. It is the responsibility of the winner to check that the email address indicated during the participation phase is correct and valid and that the mailbox is activated and working.

Important: receipt of the above documentation is a necessary condition for validation of the prize: otherwise, it cannot be validated; the Sponsor reserves the right to carry out the necessary checks to verify the regularity of the participation as well as the correctness of the data provided by the participant.

If the data provided to validate the winner do not correspond to those shared during the registration to the in-store activities, the winning will be considered irregular and cannot be validated. The Sponsor reserves the right to disqualify any participant or winner who has violated any clause of these Official Rules.

Prizes will be delivered within 30 days from the winner's acceptance.

In addition:

- The Sponsor does not bear liability for any loss caused by incorrect or inaccurate contact details.
- The Sponsor will further not compensate any prize that cannot be redeemed or received by a winner due to mail problems.
- Each winner is required to independently declare and pay any applicable taxes and charges that a prize gives rise to in the winner's jurisdiction.
- No prize is transferable and no prize may be claimed in cash or changed to another prize or arrangement. However, in the event of unforeseen circumstances or circumstances outside of the Sponsor's reasonable control, the Sponsor reserves the right to amend, withdraw or substitute a prize for an alternative prize or arrangement. The Sponsor reserves the right to substitute any hotel on the list with an alternative of equal or greater value in the event of unforeseen circumstances.

6. PRIVACY

The personal data of participants will be processed by Fondazione Altagamma as data controller in accordance with Regulation (EU) 2016/679 (GDPR). Full information on the processing of personal data, including purposes, legal bases,

data retention periods and data subjects' rights, is provided in the Privacy Notice available at iconsofitaly.altagamma.it and enclosed as an annex to these Official Rules

7. REQUIREMENTS TO THE CONTENT OF THE MATERIAL

- a. Any materials submitted to the Sponsor email address must not contain profane language, racial or religious discrimination, violence, sexual acts, attacks on people or organizations or other indecent or inappropriate content. All submitted and uploaded materials will be reviewed.
- b. The Sponsor reserves the right to moderate, reject or disqualify any submission or material, before or after publication, which, in its sole discretion, it determines to be indecent, offensive or inappropriate or which is otherwise inconsistent with the letter and spirit of the Contest or which is potentially damaging to either the Sponsor, the Contest's, or any third party's image or reputation.
- c. All submitted materials shall be original works created by a participant and will be moderated by the Sponsor. By participating in the Contest each participant confirms that:
 - Materials submitted by the participant do not infringe another person's or entity's copyright, trademark, moral right, right of privacy, or other intellectual property right.
 - No other person or entity has any right, title or interest in the material.
 - The participant has in no way assigned, licensed, disposed of or otherwise encumbered any of their rights that allow them to submit the materials.
 - The participant has obtained any and all releases and consents of third parties necessary to permit the submission and exhibition of the material in the manner set forth in these Official Rules without additional compensation.
 - The material does not contain unlawful or illegal content or content contrary to the laws or regulations of the country where the Contest is conducted and/or the jurisdiction where the material was created and/or submitted to the Contest.
- d. Materials submitted to the Sponsor email address must be of photo format and must not exceed 2 MB in size. Materials may only be submitted electronically. Other materials are not taken into consideration. Submitted materials will not be returned.
- e. In addition, materials uploaded must not:
 - Include people under the age of 18;
 - Include recognizable people, other than the participant, unless their consent for uploading the picture has been received in writing;
 - Infringe upon someone's privacy or integrity or depict someone in an unpleasant or embarrassing situation.
- f. A participant shall be liable for any costs, expenses and losses incurred by the Sponsor due to the participant's breach of the requirements related to the materials should the Sponsor become the subject of an allegation, claim, legal action or proceeding due to such breach of these Official Rules.
- g. All and any materials submitted to the Contest becomes the sole property of the Sponsor. The Sponsor may use the materials at its own discretion in any manner without the obligation to pay remuneration for the use of the material to a participant.

Any submitted pictures and other materials may be used, at the Sponsor's discretion, for promoting the Contest or any products or services manufactured, supplied or offered by the Sponsor and connected to the theme of this Contest.

8. GENERAL

- a) Information on how to enter forms part of these conditions. By participating, you agree to be bound by these conditions.

- b) The Sponsor cannot accept any responsibility for any damage, loss, injury (including indirect or consequential loss) suffered by any participant entering the Contest or because of accepting any prize. However, nothing shall exclude the Sponsor's liability for death or personal injury because of its negligence.
- c) The Sponsor is not responsible for any technical problems or human error that may result in registration, submission or entry not being received or being lost or damaged or for any destruction or alteration thereof, or unauthorized access to the website.
- d) The Sponsor's decision regarding any aspect of this Contest is final and no correspondence will be entered into. The Sponsor may refuse to award a prize to any person, for any reason.
- e) The Sponsor reserves the right to withdraw, vary, cancel or suspend an element of a prize if, due to circumstances outside of its control, that element is no longer available. The Sponsor will not be responsible for, or liable to any winner, if all or part of a prize is not available or must be varied or cancelled for any reason. In the event of unforeseen circumstances, the Sponsor reserves the right to substitute a prize or an element of the prize for an alternative of equal or greater value.
- f) The Sponsor is not responsible for any third-party acts.
- g) This Contest is subject to all applicable laws and regulations.
- h) If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Sponsor and which prevents the Sponsor from complying with these Official Rules the Sponsor will not be liable for any failure to perform or delay in performing its obligation.
- i) If this Contest is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Sponsor including because of war, terrorism, state of emergency or disaster (including natural disaster), infection by computer virus, bugs, tampering, unauthorized intervention, technical failures or any which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, the Sponsor reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any participant; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel this Contest, as appropriate. The Sponsor reserves also the right to cancel or modify the Contest in the event of an insufficient number of valid entries, at its sole discretion.
- j) The Sponsor reserves the right to verify the validity of entries and reserves the right to disqualify any participant for tampering with the entry process or for submitting an entry which is not in accordance with these conditions of entry, or if the participant is engaged in any unlawful or other improper misconduct calculated to jeopardize the fair and proper conduct of the Contest. The Sponsor's legal rights to recover damages or other compensation from such an offender are reserved.

These Official Rules are available at: iconsofitaly.altagamma.it

This Contest shall be governed by United States Federal Laws. In the event of a dispute, legal interpretation, or enforcement action, the rules and regulations of the U.S. government will take precedence, specifically overriding conflicting state or local laws.

ANNEX A - PRIVACY NOTICE FOR CONTEST PARTICIPANTS (*pursuant to Art. 13 and 14 of Regulation (EU) 2016/679 – GDPR*)

1. Data Controller

Fondazione Altagamma, located in Via Monte Napoleone 9, 20121 Milan, Italy, represented by its Legal Representative pro tempore, is the Data Controller for the personal data of participants in Contests directly promoted by Fondazione Altagamma (hereinafter the "Controller").

Contact: altagamma@altagamma.it

2. Source of Personal Data

The personal data processed are provided directly by the data subject upon participation in the Contest.

3. Categories of Data Processed

The Controller will process the following data, in accordance with the participation modalities set out in the Official Rules:

- identification and biographical data (first name, last name, date of birth);
- contact details (address, phone number, email)
- any data contained in communications with the organizer
- images of the participant contained in photographs submitted via email to the Controller to complete participation in the Contest, which may also be used for promotional purposes as set out in point 4(g);
- additional images or video recordings, only if requested by the Official Rules, subject to consent
- additional data required by the Official Rules.

4. Purposes of Processing and Legal Basis

Personal data are processed for the following purposes:

a) Contest management

Participation in the Contest, verification of eligibility requirements, selection of winners, award and delivery of prizes, management of communications with participants.

Legal basis: Art. 6(1)(b) GDPR – performance of a contract to which the data subject is party.

b) Management of in-store events

Transfer of the list of registered participants to the boutiques hosting the initiative's events, for the sole purpose of managing and organising such events (attendance tracking). The boutiques are not authorised to use such data for any purpose other than those indicated above.

Legal basis: Art. 6(1)(b) GDPR – performance of a contract to which the data subject is party.

c) Compliance with legal obligations

Fulfilment of obligations under applicable regulations governing the Contest in the US and Italy, including tax, administrative and accounting requirements. Legal basis: Art. 6(1)(c) GDPR – compliance with a legal obligation.

d) Handling of disputes, claims or legal proceedings.

Legal basis: Art. 6(1)(f) GDPR – legitimate interest of the Controller.

e) Controller's marketing

Sending of promotional communications, subject to express consent.

Legal basis: Art. 6(1)(a) GDPR – consent of the data subject.

f) Third-party marketing (Members and Partners of Fondazione Altagamma)

Transfer of personal data to the Members and Partners of Fondazione Altagamma - companies representing the excellence of Italian craftsmanship and creativity, listed at <https://altagamma.it/members/> and <https://altagamma.it/partners/> - so that they may send promotional communications regarding their products and services, acting as independent data controllers.

Legal basis: Art. 6(1)(a) GDPR – consent of the data subject.

g) Use of submitted photographs for promotional purposes

Photographs submitted by participants may be used by Fondazione Altagamma for promotional purposes related to the "Icons of Italy" initiative and Fondazione Altagamma's activities, including on digital channels and editorial

materials. By accepting the Official Rules, participants assign all rights to the submitted photographs and acknowledge their potential use for such purposes.

Legal basis: Art. 6(1)(b) GDPR – performance of a contract to which the data subject is party (acceptance of the Official Rules).

5. Processing Methods

Personal data are processed using both manual and electronic tools, in compliance with the principles of lawfulness, fairness, transparency, data minimisation and security set out in the GDPR. Appropriate technical and organisational measures are in place to ensure the security and confidentiality of the data.

For information on the use of cookies and other tracking technologies on the website, please refer to the to the Cookie Policy available at iconsofitaly.altagamma.it.

6. Communication and Recipients of Data

Personal data may be disclosed to:

- third-party service providers instrumental to the management of the Contest (e.g. hosting providers, couriers, IT suppliers), appointed where necessary as Data Processors pursuant to Art. 28 GDPR or authorised to process data;
- competent authorities, in fulfilment of legal obligations;
- tax and legal advisors;
- travel agencies/tour operators for prize delivery; IT companies and cloud providers;
- the Members and Partners of Fondazione Altagamma - companies representing the excellence of Italian craftsmanship and creativity, listed at <https://altagamma.it/members/> and <https://altagamma.it/partners/> - acting as independent data controllers, solely where the data subject has given consent as referred to in point 4(f).
- the boutiques hosting the events, for the sole purpose of attendance tracking, limited to participants who have registered via the online form;

An updated list of data recipients is available upon request by contacting the Controller at the details provided in point 1.

7. Disclosure of Data

Participants' data will not be publicly disclosed.

8. Transfers to Third Countries

Data may be processed on servers located in third countries (e.g. the United States) through cloud services. In such cases, transfers will be carried out in compliance with Arts. 44 et seq. GDPR, with entities adhering to the EU-US Data Privacy Framework or through Standard Contractual Clauses (SCCs) approved by the European Commission.

The data of participants who have given consent as referred to in point 4(f) will also be transferred to the Members and Partners of Fondazione Altagamma, - companies representing the excellence of Italian craftsmanship and creativity, listed at <https://altagamma.it/members/> and <https://altagamma.it/partners/> - which will process them as independent data controllers. Such transfer is based on the explicit consent of the data subject pursuant to Art. 49(1)(a) GDPR. Consent may be withdrawn at any time, without prejudice to the lawfulness of processing carried out prior to withdrawal.

9. Data Retention

Personal data are retained for the period necessary for the management of the Contest and, thereafter, for the period required by applicable law, including administrative and tax retention obligations. Data processed for marketing purposes will be retained until consent is withdrawn.

10. Nature of Data Provision

The provision of data is necessary to participate in the Contest and receive any prizes. Refusal to provide data will make participation impossible. Consent to processing for promotional purposes is optional and does not affect the right to participate in the Contest.

11. Data Subject Rights

The data subject may exercise at any time the rights provided under Arts. 15–22 GDPR, including:

- right of access;
- right to rectification;

- right to erasure;
- right to restriction of processing;
- right to data portability;
- right to object;
- right to withdraw consent, where given.

Requests may be submitted to the Controller at the contact details provided in point 1. The data subject has the right to lodge a complaint with the Italian Data Protection Authority (Garante per la protezione dei dati personali), which has jurisdiction over the Controller, pursuant to Art. 77 GDPR (Piazza Venezia 11, 00186 Rome – www.garanteprivacy.it – garante@gpdp.it).

12. Automated Decision-Making

The Controller does not carry out processing based on automated decision-making or profiling activities.

13. Updates to this Privacy Notice

This notice may be updated in the event of regulatory or organisational changes.

14. Website Privacy Policy and Cookie Policy

This notice applies specifically to the "Icons of Italy" Contest. For information on the processing of personal data carried out in the context of the Fondazione Altagamma website, as well as on the use of cookies and other tracking technologies, please refer to the website [Privacy Policy](#) and [Cookie Policy](#).