

PRIVACY POLICY

MAMMUT PHOTO CONTEST 2025

June 11, 2025

I. Introduction

Welcome to the Mammut Photo Contest! This Privacy Policy describes how we collect, use, store, and protect your personal information according to the EU General Data Protection Regulation (GDPR) (or comparable provisions according to applicable data protection laws), when you participate in Mammut Photo Contest (the "Contest"), either as an entrant, voter, or a judge. By participating in the Contest in any form, you agree to the collection and use of your personal information as outlined below.

II. Controller

The Controller ("Mammut", "we", "our" or "us") of the data collected during the competition is **Mammut Sports Group AG, Birren 5, 5703 Seon, Switzerland.**

III. Processing of your personal data

Mammut collects and processes personal data of:

- Users, visitors of mammutphotocontest.com
- Entrants of the Contest
- Voters to the photos
- Judges of the competitions

Information We Collect

A, Entering the Contest on mammutphotocontest.com

When participating in the Contest via the specified website, you are required to register an account to enable the submission of your photographs. For this purpose, we will process your name, email address, submitted photographs, videos, media content, associated metadata, and any additional information you provide related to your submissions (such as descriptions or narratives accompanying the photographs). Legal basis for processing your personal data is the performance of the contract ([Terms of Participation of the Mammut Photo Contest 2025](#)).

B, Entering the Contest on Instagram

You can also enter the contest on Instagram by publishing the photos, tagging @mammut, using the hashtag #mammutphotocontest and including "Check-In Early" in the caption of a feed post on a public profile. For this purpose we are going to process photos, videos, media content you share with us, your social media account information and interactions with us. Legal basis for processing your personal data is the performance of the contract ([Terms of Participation of the Mammut Photo Contest 2025](#)).

C, Communicating with the Entrants

We will send you some transactional and useful information regarding the Contest, timelines, news, answering any questions may arise in relation with the Contest. For this purpose, we will use your e-mail address you provided to us at the time of your registration. You can unsubscribe from this communication any time by clicking on the Unsubscribe link in the e-mail. Legal basis for processing your personal data is the performance of the contract ([Terms of Participation of the Mammut Photo Contest 2025](#)).

D, Promote and publicize the Contest

Throughout the duration of the contest, we may display photographs of entrants and winners on our website, social media channels, and promotional materials, and may also share them with third parties for public relations purposes. For these activities, we may utilize your name, social media account details, and the photographs or other media content you submitted for participation in the contest. Legal basis for processing your personal data is our legitimate interest.

E, Delivering the prize

For the purpose of delivering prizes to category winners and finalists, we will collect your delivery address, full name, and contact information. Legal basis for processing your personal data is the performance of the contract ([Terms of Participation of the Mammut Photo Contest 2025](#)).

F, Voting for photos on mammutphotocontest.com

To participate as a voter, you are required to register an account in order to cast votes on the photographs submitted by entrants. For this purpose, we will process your name, email address, voting history and preferences, as well as any comments you submit. Legal basis for processing your personal data is the performance of the contract ([Terms of Participation of the Mammut Photo Contest 2025](#)).

G, Voting photos on Instagram

When you vote for the photos submitted on Instagram, only your reaction, comments will be processed. Voting to the category finalists' photos can be executed only on the website of the photo contest. Legal basis for processing your personal data is the performance of the contract ([Terms of Participation of the Mammut Photo Contest 2025](#)).

H, Participating in the Contest as a Judge

When you participate as a judge you are also required to register an account on the website of the Contest. For this purpose, we will process your process your name, email address, Professional credentials or biography (if provided), judging scores, comments, and feedback.

Legal basis for processing your personal data is the performance of the contract ([Terms of Participation of the Mammut Photo Contest 2025](#)).

I, Targeted Messages and campaigns on 3rd-Party Advertising Platforms

We use third-party advertising platforms—such as Facebook, Google, YouTube, Instagram and TikTok—to deliver targeted messages based on your behavior and browsing patterns. These messages are shown at specific times and locations within those platforms to improve the effectiveness of our advertising campaigns.

To enable this, we may share your Personal Data with our Advertising Agency Partners and Social Media Platforms. We also use third-party tools like Google Analytics and Facebook Business Manager to tailor our campaigns and messaging.

Social Media Platforms may try to match your profile in their databases to determine the best time and place (e.g., the page you're viewing) to display an advertisement. Additionally, we analyze campaign performance data to understand how effective our ads are.

If you choose not to allow tracking for this purpose, you may still see Mammut ads—but they will appear randomly rather than being personalized. We also recommend reviewing the privacy policies of the respective Social Media Platforms to understand how they handle your Personal Data.

More detailed level of personalization depends on the permissions you've granted us in the Privacy Settings section on our website.

The categories of personal data we process during this activity are identity information, contact data, location information, Social Media Interaction and Activity, Browsing Information, Mobile Device Information, Behavioural and Preference Information

The legal basis of processing your personal data is your explicit consent.

J, Respond to binding requests or orders from authorities and courts

When legally obligated, we may disclose your Personal Data to authorities or relevant parties for purposes such as national and public security, crime prevention, investigations, legal proceedings, anti-money laundering measures, the protection of others' rights and freedoms, and the enforcement of civil claims. We will only share such information once we have verified that the request is legally valid. In some cases, we may be prohibited by law from informing you about the disclosure.

The categories of data we may process during this activity vary according to the request of the authority. The legal basis for this processing is legal obligation.

Consent to Publication

By participating, Entrants grant us permission to publish their names and submitted photos in relation to the Contest across our media channels and promotional platforms, repost the stories, post you share via Instagram.

Judges may consent to the publication of their names and professional credentials in relation to their involvement with the Contest.

You retain copyright to your photographs but grant us a non-exclusive, royalty-free, worldwide and unlimited license to use them in connection with the Contest. See details in the [Terms of Participation of the Mammut Photo Contest 2025](#).

IV.Storage and Security of Your Information

We securely store your personal information and submissions and take reasonable measures to protect them against unauthorized access, loss, or misuse. We retain your information only as long as necessary to fulfill the purposes of the Contest and as legally required.

V.Sharing Your Information

Your personal data is only accessible to individuals who require it to carry out the intended purpose of processing. We may share your data with our group companies, trusted partners, subcontractors, and other third parties when necessary to fulfill that purpose.

Service providers and other Third Parties:

- Mammut may also receive and/or disclose your personal data, for specific purposes, from/with third parties including the below
- Manage and administer the contest: event organizer, PR companies
- Manage registration process: Authentication tools
- Collecting and storing the submitted photos: Server providers
- For Package delivery: Logistical and transport services (Postal services, carriers and shipment service suppliers)
- Marketing, promotion: event management platforms, Social media platforms, online advertising platforms, privacy preference management platforms
- Enhanced conversions: Google Ads, Meta, TikTok

We do not sell or lease your personal information to third parties. We may share your information only if required by law or to comply with legal processes.

VI.Transfers outside the EEA

Any transfer of personal data to Mammut employees, our affiliated group companies, or third parties located outside the European Economic Area (which includes all EU member states, as well as Iceland,

Liechtenstein, and Norway) is carried out in accordance with the EU Standard Contractual Clauses to ensure an adequate level of data protection.

VII. Children's data

We opened the contest for individuals who are at least 18 years old. We do not knowingly collect personal data from anyone under the age of 18 ("Children"). If you are a parent or guardian and believe your child has provided us with personal data, please contact us. If we discover that we have collected personal data from a child without verified parental consent, we will promptly take steps to delete that information.

VIII. Your data privacy rights

It is important to us that you can execute your rights under GDPR.

As a data subject you have the following rights under GDPR. You can exercise these rights via our [Contact Form](#), selecting the category from the drop down "Other".

Right of access: subject to certain conditions, You have the right to request access to the personal data we hold about you and to receive information about how we process it. If possible, you should specify the type of information you would like to see to ensure that our disclosure meets your expectations. We must be able to verify your identity. Your request may not impact the rights and freedoms of other people, e.g., privacy and confidentiality rights of other staff.

Right to data portability: Where applicable, you have the right to receive the personal data you have provided to us in a structured, commonly used, and machine-readable format, and to transmit that data to another controller. If you choose to exercise this right; we encourage you to specify the type of information you wish to receive and your preferred delivery method. This helps us ensure that our response meets your expectations. Please note that this right applies only when the processing is based on your consent or a contract with us, and only where the processing is carried out by automated means (i.e., it does not apply to paper records). It covers only the personal data you have provided directly to us.

Rights to rectification: If the personal data we hold about you is inaccurate or incomplete, you have the right to request that it be corrected or updated. This right only applies to your own personal data. When exercising this right, please be as specific as possible.

Right to object: You have the right to request that we restrict the processing of your personal data in certain situations, for example, if you contest the accuracy of the data or object to the processing. This right applies where our processing of your personal data is necessary for our legitimate interests.

Right to be forgotten: You may request that we delete your personal data in certain circumstances, such as when it is no longer necessary for the purposes for which it was collected or if you withdraw your consent. We may not be in a position to erase your personal data, if, for example, we need it to (i) comply with a legal obligation, or (ii) exercise or defend legal claims.

Right to withdraw consent: Where we rely on your consent to process your personal data, you have the right to withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal. If you withdraw your consent, this will only take effect for future processing.

We strive to respond to your inquiry, request, or complaint within thirty (30) calendar days of receiving it. If, in the unlikely event, you are not satisfied with how we have handled your matter, you have the right to lodge a complaint with the supervisory authority in your country of residence.

You can submit a request through our [Contact Form](#). Please note that if you request the deletion or restriction of some or all of your personal data, it may impact our ability to fulfill our contractual obligations or provide effective customer support. Additionally, there may be situations where we are unable to fulfill your request if doing so would prevent us from meeting certain legal obligations under applicable laws.

IX.Changes to this Privacy Policy

We may update this Privacy Policy occasionally. Any changes will be posted on our website, and participants are encouraged to review this page periodically.

X.Contact Us

For any questions regarding this policy or your personal information, please contact via the [Contact Form](#)

Effective Date: June 11, 2025