***Instagram Game Terms and Conditions***

 ***13 March 2025****1. Organizer*

 ***BULGARIA AIR AD, registered in the Commercial Register at the Registry Agency, with registered office address. Sofia, Sofia Municipality, Slatina District, Sofia Airport, UIC 000633828, represented by Bistra Marinkova - Executive Director.*** *2. Rules for participation*

 ***A participant in the game can be any person, registered user of the social media Instagram***

 ***Participation in the game is not tied to the purchase of goods or the conclusion of a contract for the provision of services;***

 ***The game is only open to persons who are 18 years of age or older;***

 ***Employees of BULGARIA AIR AD and employees of affiliated companies are not eligible to participate in the game for the purposes of this campaign.****3. Game mechanism*

 ***The game is conducted under a post (dynamic vision/video) published by the official page of Bulgaria Air on Instagram.***

 ***To participate in the campaign, participants consent to the recording and processing of the data provided by the Instagram platform, which include:***

 ***- First and last name;
 - Registered e-mail address;
 - Instagram ID;
 - Location;
 - Age;***

 ***Only 1 eligible entry per user will be counted. To enter for a prize, participants must:***

 ***-*** be ***18 years of age or older;
 - like the post;
 - tag someone else in a comment who they want to go to the cinema with;
 - follow the Bulgaria Air and Sofia Film Fest Instagram pages
 - choose one of the films mentioned:***

*DIAMONDS* ***- Lumiere Cinema, on 25 March, 8:30 pm, Cinema House, on 26 March, 7:30 pm***

*FLOW* ***- NPC Hall 1, on 22 March, 7:00 pm***

*IT ALL ENDS HERE* ***- Cinema House, 21 March, 8:15 pm*** *THE WORLD WILL TREMBLE* ***– Lumiere Cinema , 22 March, 8:00 pm***

*KULEJ. ALL THAT GLITTERS ISN’T GOLD* ***- Cinema House, 28 March, 8:00 pm***

 ***The game takes place between 13 March2025 and 17 March 2025. On 18 March 2025, 5 participants will be drawn from all commenters, each will have 1 double invitation.***

 ***- Once all of the above requirements have been met, the participant is deemed to be registered to enter the game.***

 ***- Participants who have not fulfilled one or more of the above requirements or have posted a comment with false/irrelevant content are not registered to participate in the game.***

 ***- If a participant drawn as a game winner is not contacted or forfeits their prizes, up to three reserves may be drawn in their place.****4. Prize****:***

 ***The prizes for the drawn winning participants are:***

***- 5 double invitations to the screenings of the films described in point 3, part of the Sofia International Film Festival programme.***

*5. Selection of winners and receipt of the prize*

 ***From the total database of participants who have fulfilled the conditions in point 3 of these Terms and Conditions, 5 winning participants will be drawn;***

 ***The winners will be drawn on 18 March 2025 and will be sent a message on the same day from the Bulgaria Air Instagram page;***

 ***Winners must send valid contact details in a private message to the official Bulgaria Air Instagram page within 24 hours of the announcement, which include:***

 ***- ID card;
 - Valid e-mail address;
 - Valid phone number;***

 ***Validity of the prize is for the specified films, screening dates and hours.***

 ***The Organizer is to contact the winner at the contact details provided by the winner in relation to receipt of the prize within one (1) working day;***

 ***If the Organizer fails to contact the winner within 1 working day of posting (fails to receive a return email and/or fails to make a telephone call), the winner forfeits the right to receive their prize and the Organizer can award the prize to a drawn reserve winner;***

 ***The Organizer is not liable if a user has provided invalid contact details, an incomplete or inaccurate email address, incorrect names or a non-existent or deactivated Instagram account;***

 ***The prize is personal and cannot be exchanged for its cash equivalent or assigned to third parties.***

 ***Validity: The prize can be used from the moment of winning until the screenings of the specified films, dates and hours.****6. Eligibility*

 ***Participants are not eligible to enter the prize distribution game if they:***

 ***- Use unscrupulous methods, techniques or software to manipulate participation and results in the prize draw;
 - Fail to comply with any of the terms of these Terms and Conditions;
 - Use irregular, unauthorized or duplicate Instagram accounts
 - Are employees of Bulgaria Air and its affiliates****7. Limitations of liability:*

 ***The Organizer shall not be liable for: incorrect, misleading, abusive or obscene Instagram user names; duplicate Instagram profiles by bad actors;***

 ***Defective or failed electronic transmission of data, technical inability to register for the game due to circumstances beyond the control of the Organizer; failure of communication link, regardless of the cause, in relation to equipment, systems, networks, lines, satellites, servers, computers or suppliers used in relation to this game; inaccessibility or unavailability of the internet or the website or any combination thereof; failure of the website system or Instagram platform; the loss of data of registered participants due to technical and other unforeseeable reasons and/or other force majeure circumstances;***

 ***The organization, performance, conduct and regulation of the game are in no way controlled or managed by Instagram Inc;***

 ***Instagram Inc. does not provide prizes and is not responsible for determining the results of the campaign.****8. Other conditions*

 ***The terms and conditions of the games held on the website are published and available on Bulgaria Air's Instagram page as a comment on the relevant game. By participating in the game, participants accept these Terms and Conditions and agree to comply with all terms and conditions of the game.***

 ***The Organizer reserves the right to change and amend these terms at any time. Amendments will take effect from the date of publication.***

 ***By participating in the game, participants agree that the personal data provided by them may be used by the Organizer for the purposes of organising the game, including providing such data to third parties involved in organising the game. All personal data will be collected, processed and stored under the terms of the Personal Data Protection Act. By participating in the game, each participant declares that some of the data they provide is personal and falls under the protection of the Personal Data Protection Act and consents to the processing of the collected data by the Organizer or by third parties (partners and/or subcontractors of BULGARIA AIR AD). Participants reserve the right to withdraw from the game before providing their personal data.***

 ***Users must not post comments with unethical and immoral content contrary to good morals, vulgar and offensive words, comments that provoke and/or stimulate hatred or any other behavior prohibited by law, comments in violation of the Protection against Discrimination Act, comments that contain overt or covert advertising of competing products, religious and political symbols and messages. BULGARIA AIR AD disassociates itself from such conduct and reserves the right to exclude any user with conduct in violation of these rules, and to delete any user's post.***

 ***Winners of the game agree to participate in subsequent game promotional activities, and the Organizer reserves the right to use the names and residence information of participants, their photographs, audio and/or video recordings for public presentation.***

 ***By entering the game, each participant agrees and grants the Organizer, free of charge, the right to publish the names and photos of the winners on Bulgaria Air's official Instagram page.***

 ***The Organizer reserves the right to terminate or suspend the game at any stage of the game by notifying the participants on Bulgaria Air's official Instagram page. All participants shall be deemed to have been notified from the moment the Organizer publishes a post to this effect.***

 ***The Organizer reserves the right to terminate the game and/or disqualify any participant(s) in the event of suspected abuse, circumvention or breach of these Terms and Condition or in the event of any other circumstances that necessitate suspension/termination of the game.***

 ***Any disputes between the Organizer and a participant/participants shall be settled by negotiation or, failing that, under the general legal procedures of the Republic of Bulgaria.***