

# Official Rules of the Campaign: "Valeria Home Giveaway – Valentine's Day 2026"

## 1. Organizer of the Campaign

(1) The Campaign is organized by SANODOR S.R.L., under the Valeria Home brand, on the Instagram channel: <https://www.instagram.com/valeriahome.bedding/>, hereinafter referred to as the "Organizer."

(2) Participants in the Campaign are required to comply with the terms and conditions of these Official Rules (hereinafter referred to as the "Rules").

(3) The Rules are available free of charge for the entire duration of the Campaign on the Organizer's Instagram page (link in bio) and at the headquarters of SANODOR S.R.L.

(4) The Organizer reserves the right to amend the Rules, providing prior notice to potential participants at least one business day before the changes take effect by publishing them on the Valeria Home Instagram page <https://www.instagram.com/valeriahome.bedding/>.

## 2. Campaign Duration

(1) The Campaign will take place exclusively online on Valeria Home's Instagram page: <https://www.instagram.com/valeriahome.bedding/>.

(2) The Campaign will run from February 14, 2026, to February 17, 2026, until 11:59 PM.

(3) After the conclusion of the Campaign, the Organizer will no longer bear any responsibility and will not assume any obligations regarding circumstances that might suggest the continuation of the Campaign.

## 3. Participation Requirements

- The Campaign is open to any individual (hereinafter referred to as the "Participant") residing in Romania, Greece, Italy, France, Germany, or Bulgaria at the start of the Campaign.
- To participate in the Campaign, Participants must follow the procedure described in Section 4.
- Employees of the Organizer, employees of any agencies involved, and their family members (children, parents, siblings, or spouses) are not eligible to participate.
- Participants are fully responsible for the accuracy and validity of the information (including personal data) provided to the Organizer. The Organizer accepts no liability for inaccurate information or false declarations or for any consequences arising from them. A winner who provides false or incorrect information will forfeit their prize.
- The Organizer does not assume responsibility for any claims or damages related to the awarded prizes. Winners accept all responsibility for their prize, and the Organizer shall not be held liable for any consequences arising from the acceptance or use of the prize.

## 4. Campaign Mechanism

To participate in the Campaign, Participants must:

1. Respond with a comment to the question in the post announcing the Campaign on the Valeria Home Instagram page: <https://www.instagram.com/valeriahome.bedding/>.
2. Follow the Valeria Home Instagram page: <https://www.instagram.com/valeriahome.bedding/>.

Each Participant is entered only once in the Campaign. If a Participant posts multiple comments on the Campaign post, the Organizer will consider exclusively the first comment posted (in chronological



order), and any subsequent comments will not constitute additional entries and will not increase the chances of winning.

## 5. Prizes

The Organizer offers one prize for each winner:

1. 1st Prize: One Silk spring-autumn duvet (200 x 220 cm).
2. 2nd Prize: One Promo Pack two Silk pillows (50 x 70 cm, medium firmness).
3. 3rd Prize: Two quilted Silk pillowcases (50 x 70 cm).

The prizes are awarded exclusively to the winners and cannot be exchanged for cash or other benefits.

The total value of the prizes is €598 (VAT included).

## 6. Winner Selection and Validation

- A Participant can win only one prize during the Campaign.
- The winners will be determined through a random draw conducted on February 18, 2026, using the platform <https://www.random.org>. The draw will be recorded by the Organizer.
- The recording will be stored for at least 30 business days after the Campaign ends.
- For each prize, one winner and two alternates will be drawn.
- For the purpose of the random draw, the Organizer will compile the list of eligible participants by collecting the comments posted on the Campaign post and removing duplicate entries, so that each account/Participant is recorded only once, based on the first comment posted.
- The Organizer will announce the winners on the Valeria Home Instagram page and will contact them via private message on Instagram. If a winner does not respond to two consecutive messages within 24 hours, they will be disqualified, and the first alternate will be contacted. If the first alternate is also disqualified, the second alternate will be contacted.
- The validated winner will receive the prize at the address provided after validation. Upon receiving the prize, the winner must present identification and sign the necessary receipt documents.

## 7. Processing of Personal Data

(1) To conduct the Campaign, the Organizer mentioned in Section 1 will process Participants' personal data as a data controller.

(2) The contact details of the Organizer may be used to address inquiries and enable Participants to exercise their rights.

(3) During the Campaign, the Organizer will collect the following categories of personal data: Instagram username/pseudonym. For validated winners, the Organizer will also collect their name, surname, phone number, and delivery address to facilitate prize distribution and ensure accounting records.

(4) Purpose of Processing: Personal data will be processed to organize and conduct the Campaign, select and validate winners, award prizes, and fulfill the Organizer's financial and legal obligations.

(5) Data will be processed based on the Organizer's legitimate interest in conducting the Campaign and fulfilling legal obligations, as agreed to by the Participant upon entering the Campaign.

(6) Personal data required for accounting purposes will be stored for 10 years following the end of the fiscal year in which the prize was awarded, as per legal requirements.

(7) After the storage period, the Organizer will delete/destroy the data.

(8) Rights of Participants



To ensure fair and transparent processing, Participants have the following rights:

- (i) The right to withdraw consent at any time, without affecting the lawfulness of prior processing;
- (ii) The right to request access to their personal data;
- (iii) The right to request correction of inaccurate data;
- (iv) The right to request data deletion;
- (v) The right to restrict processing;
- (vi) The right to object to processing, unless legally required otherwise;
- (vii) The right to data portability;
- (viii) The right to file a complaint with the National Supervisory Authority for Personal Data Processing if their rights are violated.

(9) Participants may exercise their rights by submitting a written, signed, and dated request to the Organizer's address in Section 1 or via email.

(10) The Operator is obliged to implement appropriate technical and organizational measures to ensure an adequate level of security for the personal data of participants in the Campaign. When assessing the adequate level of security, particular attention will be given to the risks associated with the processing of personal data, especially those caused accidentally or unlawfully by destruction, loss, alteration, unauthorized disclosure, or unauthorized access to personal data transmitted, stored, or otherwise processed.

(11) The personal data of the Contest winner will be processed in accordance with applicable legal provisions, specifically EU Regulation No. 679/2016 on the protection of natural persons regarding the processing of personal data and on the free movement of such data.

#### 8. Early Termination of the Campaign

(1) The Campaign may end before the deadline specified in the Rules only in the event of force majeure or unforeseen circumstances, namely in the event that the Organizer is unable, for reasons beyond its control, to continue the Campaign.

(3) In this case, the Organizer shall have no further obligation to the participants in the Campaign and shall not be required to refund or pay any amount as compensation or otherwise.

#### 9. Disputes

- Any disputes arising between the Organizer and participants in the Campaign will be resolved amicably. If an amicable resolution is not possible, the disputes will be resolved by the competent courts in Bucharest, Romania.
- Any complaints related to the conduct of the Campaign may be sent to the Organizer's address within a maximum of 5 working days from the public announcement of the winner. After this period, the Organizer will no longer consider any complaints.

#### 10. Final Provisions

- The Organizer's decision regarding any matter is final and binding for all participants.
- If the Organizer finds that a winner has failed to meet and/or comply with the conditions outlined in the Campaign Rules, they reserve the right to disqualify the winner without any additional compensation or payment.



- The Organizer is entitled to take all necessary measures in cases of attempted fraud, abuse, or any actions that could affect the Organizer's image or the promotional Campaign.

