

## **Terms & Conditions: "ExpressYourself" Activity**

Please read these Terms and Conditions carefully. They contain important information about your rights and obligations.

By registering and/or participating in this Activity, you fully and unconditionally agree to these Terms and Conditions.

We may revise these Terms and Conditions at any time by updating this page. By registering for this Activity, you agree to be bound by any such changes.

By registering and/or participating in the "ExpressYourself" Activity (hereinafter referred to as "Activity"), you irrevocably agree to and assure the following:

**1.** This Activity is being organized and conducted by BlogAdda in association with FREECULTR Express.

This activity starts from 14th of May and closes on 6th June.

BlogAdda & FREECULTR Express may in its discretion alter the Activity Period.

### **2. Registration:**

Interested Participants must register for the Activity using the online registration form accessible via the link available on (<http://www.blogadda.com/free-culture-registration>)

### **3. Shortlisting**

If you are shortlisted, you shall be informed by email at the email address provided by you in the participant's application. You must respond to the notification within two (2) business days, and in case of any delay from your side, you shall no longer be admitted as a Participant and shall be replaced by other participants.

Failure to respond within two (2) business days shall mean that you forfeit your selection to the shortlisted participants. Notwithstanding the foregoing, FREECULTR Express reserves the rights to use any other method or medium deemed fit in its sole and absolute discretion for announcing the shortlisted participants.

#### 4. Activity

It is mandatory for every participant to submit 1 blog post with relevant photo/video. Any application not adhering to the format, incorrect or incomplete application shall be deemed invalid.

For the entry to be valid, it must contain the specific code "I am participating in the FREECULTR #ExpressYourself activity at BlogAdda to get my design featured on a FREECULTR T-shirt!" (<http://bit.ly/1G9bd7z>)

#### Activity Description:

This Activity is designed to encourage eligible bloggers, who are Indian Citizens, to blog about the topic with relevance to the activity. The flow is as follows:

- a. Register for the activity
- b. Bloggers will be shortlisted
- c. Shortlisted Bloggers will be informed through email
- d. Bloggers will share their designs with the brand and share their FREECULTR experience with their FREECULTR store link
- e. Blog about the experience of using the website by 6th June
- f. Bloggers have to write 1 blog post (with pictures to support the blog)
- g. Submit the blog post links in the [form](#)

More information regarding the Activity is available [here](#)

#### Mandates:

For the Activity:

- a. The blog post should be a minimum of 400 words
- b. The blog post should contain the mandatory code with back links to <http://www.FREECULTR.com/> and [www.blogadda.com](http://www.blogadda.com)
- c. The blog posts should be sent through the submission form only
- d. The blog posts have to be submitted by 6th June

#### 5. Binding Agreement:

In order to enter the Activity, you must agree to these official rules.

The Rules consist of:

- The Terms and Conditions on this page because these Rules form a legally binding agreement with respect to the Activity, please read them carefully.
- That you will blog about the product within the stipulated amount of time or return the product in the condition received bearing the charges incurred.

## **6. Representations and Warranties:**

You represent and warrant to BlogAdda & FREECULTR Express:-

- a) You have not been convicted of any criminal offense or in any case involving moral turpitude;
- b) That whenever required by FREECULTR Express, you shall furnish such documentations to prove your eligibility to participate in the Activity, and shall enter into any agreements or other documents, including but not limited to, any NDA's that may be sought by FREECULTR Express at any point prior to, during or upon the expiry of the Activity.

The inability or submission of false, inaccurate or incomplete documentation from your side may result in your expulsion from the Activity, which shall be at the sole and exclusive discretion of FREECULTR Express, who has the right to expel the selected participants.

- c) By submitting the application, you warrant that all information submitted by you is true, current and complete and acknowledges and agrees to these Terms and Conditions.

BlogAdda & FREECULTR Express reserve the right to disqualify you if the information provided by you is proved to be false or misleading or you had tampered with or benefited from any tampering of the application process.

You hereby agree, confirm and warrant that you are aware that the Activity is being organized as part of a publicity event to promote the product;

- d) You hereby warrant that in case you are shortlisted, you hereby warrant to grant FREECULTR Express, the world-wide royalty free license to use, at its sole and absolute discretion, your stills and photographs during the shortlisting process and Rounds of the Activity, in any manner whatsoever, in relation to the promotion of the product.

## **7. Privacy:**

By participating in this Activity, you agree that BlogAdda & FREECULTR Express can collect your personal information.

Any personal information collected during the course of the Activity by BlogAdda and FREECULTR Express will only be used for administering this Activity and will be subject to the practices described in the company's Privacy Policy.

The Winner and/or the shortlisted Participants may be required to participate in the promotion of the product and you agree to use your personal information, photographs, blog posts taken during the rounds of the Activity in any manner for the promotion of the product.

**8. General Conditions:**

This Activity is governed by the laws of India and the courts in Mumbai will have exclusive jurisdiction to try any dispute arising from this Activity. Except for warranties and conditions implied by law, which cannot be excluded, FREECULTR Express makes no representations or warranties, express or implied regarding the Activity.

Nothing contained herein amounts to a commitment or representation by FREECULTR Express or BlogAdda to offer jobs to any of the Participants.

**9. Intellectual Property:**

All the Intellectual Property along with the copyrights in the blogs or video or any other materials such as photographs submitted for the Competition shall at all-time vest with BlogAdda and FREECULTR Express.

You hereby agree and undertake that you will have no objection in FREECULTR Express using the blog post or video or any other materials in any manner whatsoever.

**10. Indemnity:**

By agreeing to these Terms, you hereby agree to indemnify, defend and hold BlogAdda & FREECULTR Express harmless, from and against all loss arising out of actions brought by third parties in connection with or related in any way, directly or indirectly to the Activity.

Further, you agree, confirm and warrant that FREECULTR Express, shall not under any circumstances, be liable to you and/or any third party for any lost profits or lost opportunity, direct or indirect, in relation to or in connection with the Activity.

You hereby specifically agree not to file in person or through any family member and/or any third party member any applications, criminal and/or civil proceeding in any courts or forum in any part of the world against FREECULTR Express and/or their Directors, employees, officers, affiliates or subsidiaries to claim any damages or relief in connection with the Activity.

**11. Confidentiality:**

All information communicated by BlogAdda and/or FREECULTR Express in relation to the Activity shall be deemed Confidential Information, and you shall not disclose such information to any person without prior written consent of BlogAdda & FREECULTR Express.

**12. Contact Us:**

If you have any questions about these Terms and Conditions you may contact us at the following link <http://www.blogadda.com/contact>