

## **Conditions of participation and data protection**

*Instagram/Facebook contest #CelebrateLifeChallenge" as part of the Roche 125th anniversary celebration.*

### **General**

These terms and conditions of participation and data protection (hereinafter "Terms and Conditions of Participation") apply to participation in the Instagram/Facebook contest #CelebrateLifeChallenge (hereinafter "**contest**").

The organizer of this contest is F. Hoffmann-La Roche AG, Grenzachstrasse 124, 4058 Basel ("**Roche**"). Participation in the contest is free of charge and by entering, the terms and conditions are accepted. The legal process is excluded. No correspondence will be entered into regarding the contest.

The term "content" as used below refers to all content and information submitted and communicated by participants as part of the contest, such as photos, graphics, videos, texts, comments or information about places and people.

### **Duration of the contest and eligibility**

The contest will run from 30 June 2021 until 1 October 2021. The opportunity to participate ends at 00:00 a.m. on the last day - by this time the photo must have been posted on Facebook or Instagram.

All natural persons residing in Switzerland, Germany and France who have reached the age of 18 are eligible to participate. Underage participants must obtain the consent of their legal guardian in order to be eligible to participate.

### **Subject and implementation of the contest**

We are raffling around 800 vouchers for Basel businesses and organizations (culture, leisure, social) worth between CHF 10.- and CHF 150.-.

The participant has to publish an inspiring moment or a Tower Light Projection experience picture as a post on his/her private Instagram or Facebook profile with the hashtag #CelebrateLifeChallenge. In addition, the participant must comment on the Roche Schweiz post mentioning the Celebrate Life Challenge contest.

The contest will be run independently from the Towerlight projection and a photo upload at [go.roche.com/Towerlight](https://go.roche.com/Towerlight) will not lead to automatic participation in the social media contest (and vice versa).

Whether the participant wins a voucher will be drawn at random.

### **Rights of use and responsibility**

The participants must ensure that they are entitled to the necessary rights of use to the content and that its reproduction, making available to the public or processing by Roche does not violate legal regulations, morality and/or the rights of third parties. In particular, if other persons besides the participants are recognizable on the content, their submission is only permitted if the consent of the third party or parties has been obtained and the personal rights of third parties are not violated.

Roche is not responsible for the conduct and content published by participants in the context of the contest. Participants are personally liable for any violations of the law.

Roche reserves the right to exclude from the contest any person who violates the conditions of participation or does not meet the requirements of eligibility. Images that violate Instagram or Facebook guidelines or Swiss law will be reported without notice or the tag will be removed. The participants will thus be excluded from the contest.

### **Winning notification and claim to win**

Notification of the prize will be made after 1 October 2021 and after the winners have been identified via private message on the Instagram or Facebook profile participating in the contest. It is possible that the message will end up in the "request" folder if the participants do not follow Roche Switzerland.

To send the vouchers, winners will be asked to provide their email address.

If the participant does not confirm acceptance of the prize within a period of 14 days, the prize will be forfeited. The participant is responsible for the accuracy of the contact details provided. If the participant cannot be notified due to incomplete or incorrect contact data, the claim to the prize will be forfeited.

The handover of the prizes will be coordinated individually with the participants. A payment of the winnings in cash, in kind, their exchange or transfer to other persons is not possible. The participant can waive the prize.

## **Privacy Policy:**

### **General Privacy Policy**

At F. Hoffmann-La Roche Ltd, we are committed to protecting your personal data. This Instagram/Facebook Contest #CelebrateLifeChallenge Privacy Statement ("Privacy Statement") describes the types of personal information F. Hoffmann-La Roche Ltd may collect; the means by which F. Hoffmann-La Roche Ltd may collect, use or disclose your personal information; the steps F. Hoffmann-La Roche Ltd takes to protect your personal information; and the choices you have regarding the use of your personal information.

Your personal data will be collected and used by F. Hoffmann-La Roche Ltd for the purpose of sending the vouchers of the Instagram/Facebook contest #CelebrateLifeChallenge".

For the purposes of this Privacy Policy, "personal data" means any information by which you can be individually identified, directly or indirectly.

### **Identity and contact details of the owner of the data collection**

The data controller is F. Hoffmann-La Roche Ltd, Grenzacherstrasse 124, 4070 Basel, Switzerland.

In the event that your personal data is covered by the EU General Data Protection Regulation ("EU") 2016/679 ("GDPR"), the EU Data Controller of F. Hoffmann-La Roche Ltd is Roche Privacy GmbH, Emil-Barell-Str. 1, 79639 Grenzach-Wyhlen, Germany.

If you have any questions or concerns regarding this information, you may contact F. Hoffmann-La Roche Ltd, Grenzacherstrasse 124, 4070 Basel, Switzerland, by mail or the Data Controller by email at [global.privacy@roche.com](mailto:global.privacy@roche.com).

### **Purpose and legal basis of data processing**

Your personal data will be collected and used by F. Hoffmann-La Roche AG for the purpose of sending you the vouchers of the Instagram/Facebook contest #CelebrateLifeChallenge".

The collection and processing of your personal data is based on your consent.

Categories of personal data processed

The following categories of personal data will be collected:

- Name of your public Facebook or Instagram profile (if you are selected as a winner).
- Your email address

### **Duration of the retention of your personal data**

F. Hoffmann-La Roche AG will delete your personal data two days after sending the voucher.

Information about your rights regarding your personal data

Switzerland: If your personal data is covered by the Swiss Data Protection Act ("DPA"), please note that you have the right to request F. Hoffmann-La Roche Ltd to provide you with access to and

information about your personal data and to correct or block it, as well as the right to have your personal data deleted or to restrict the processing of your personal data.

EU: To the extent that your personal data is covered by the GDPR, please note that you have the right to request from F. Hoffmann-La Roche Ltd access to and rectification of your personal data and, where applicable, the right to data portability or erasure or restriction of processing of your personal data.

As the data processing is based on your consent, please note that you have the right to withdraw your consent at any time without affecting the lawfulness of the processing carried out on the basis of the consent until the withdrawal. To exercise your right to withdraw consent, please refer to the contact details in the section "Identity and contact details of the data controller".

In all of the above cases, F. Hoffmann-La Roche Ltd's ability to respond to these requests may be subject to certain limitations. F. Hoffmann-La Roche Ltd will attempt to respond to your requests as quickly as possible.

To make any of the above requests, it is recommended that you contact F. Hoffmann-La Roche Ltd using the contact details provided above. However, please note that if you make a deletion request, we will need to continue to hold your name and data with a marker so that we can comply with the GDPR and also ensure that we do not contact you or continue to use your personal data.

If you have questions, concerns or complaints about how F. Hoffmann-La Roche Ltd uses your data, you should contact F. Hoffmann-La Roche Ltd. In the event that you feel that our data processing is not in compliance with the GDPR or a data protection complaint cannot be resolved with F. Hoffmann-La Roche Ltd, you have the right to lodge a complaint with the competent supervisory authority.

### **Final provisions**

Roche reserves the right to terminate or interrupt the contest at any time or to change the conditions of participation. This applies in particular if the scheduled course of the contest is not possible or is disrupted.

Roche excludes any liability to the extent permitted by law.

If individual provisions of these conditions of participation are invalid, this shall not affect the validity of the remaining provisions. The conditions of participation are subject to Swiss law. The exclusive place of jurisdiction is Basel-Stadt, Switzerland.

The contest is in no way connected to Instagram or Facebook and is neither sponsored, supported nor organized by Instagram or Facebook. Contact person and responsible person is solely Roche.

Roche reserves the right to ask participants for their consent to share posts created by participants via the Roche Instagram profile (@roche\_schweiz).