

- 1.1 The **"#NATURALLY LANGKAWI THROWBACK CONTEST"** ("Contest") is organised by Langkawi Development Authority (LADA) ("Organiser").
- 1.2 This contest is subject to the rules and conditions determined by the internet social website, Facebook ("Facebook"), LADA's rules and the relevant laws of Malaysia.

Contest Period

- 2.1 The Contest will start on 10 August 2021 and end on 10 September 2021 ("Contest Period").
- 2.2 Entry into the competition will be deemed as acceptance of all of these terms and conditions.

Eligibility

- 3.1 This contest is open to all ("Participants") aged 18 and above.
- 3.2 The following person(s) shall not be eligible to participate in this Contest:
 - a. Permanent, contractual & temporary employees of LADA.

Contest Mechanics

- 4.1 To qualify for the Contest, Participants are required to perform these tasks: –
 - a. Participants are required to share any Langkawi Throwback pictures with a stunning caption of not more than 100 words. (e.g. I love Langkawi)
 - b. The photos must be uploaded to the Participant's Facebook and Instagram accounts and are required to put the hashtags #naturallylangkawi #langkawithrowback in the post.

- c. Participants must follow our @naturallylangkawi Instagram and Facebook Page with #naturallylangkawi #langkawithrowback.
- d. Participants to tag and nominate their friends and/or family to take up the challenge and to comment. The more comments are made, the higher your chance of winning.
- e. Participant's account must be set to 'public' mode during the Contest Period in order for the Organiser to view the entry.
- f. Participant must be the owner of the entry or be legally authorised by the owner to submit the entry on his or her behalf.
- g. Strictly no fake account.
- h. All entries must be the original work of the Participant and must not infringe on the rights of any third party. The Participant must be the sole copyright owner of all photographs or images entered and must have obtained permission of any individual featured in the entries. The Participants must not have breached any applicable laws or regulation or in breach of any confidentiality obligation owed to third parties when taking their photographs.
- i. While the Participants retain their copyright, the Participants grant the Organizer a non-exclusive, irrevocable, royalty-free, perpetual licence (with a right to sub-licence) to use, republish, edit and/or modify the entries or images in any/all media (including in electronic format, hard copy and in the organizer's publications) at any time without notification or payment to the Participants. However, the Participant will be credited for his or her photograph or images.
- j. Multiple entries are allowed in this Contest, however, only one (1) entry per Participant will be considered.

- k. The Organiser will choose the most unique picture and caption entry and winners will be announced on 27th September 2021 in conjunction with World Tourism Day, so be sure to stay tuned for updates on our Page.

BONUS ENTRY:

- a. Share the post to your Instastory and mention us @naturallylangkawi in order to repost
- b. You may comment multiple times by tagging your friends to like our Page.

Prize Structure

5.1 Three (3) sets of prizes are available:

- a. 1st Prize : 3 days and 2 nights stay at a 5-star hotel with daily breakfast for two.
2 entry tickets for one attraction in Langkawi
- b. 2nd Prize : 3 days and 2 nights stay at a 4-star hotel with daily breakfast for two.
2 entry tickets for one attraction in Langkawi
- c. 3rd Prize : 3 days and 2 nights stay at a 3-star hotel with daily breakfast for two.
2 entry tickets for one attraction in Langkawi

5.2 The prizes are valid for 1 year from 1st Oct 2021.

5.3 Hotel Vouchers and attraction tickets will be subjected to blackout period during high season and peak season.

5.4 There can be no extension or replacement of prize vouchers.

5.5 Participants can only win one (1) prize.

General Terms

- 6.1 The Organiser reserves the right to use the Winner's name, images, comments, materials relating to this Contest and the results of this Contest for the purpose of any announcement or promotional or marketing purposes in any media format and any media channels without any fee being paid. The Participant shall hold the Organiser free and harmless from any claims and/or liabilities whatsoever resulting from the usage or the reproduction of the submitted materials by the Organiser. This clause shall survive the expiration of this Contest Period.
- 6.2 All transportation, accommodation, personal costs and/or any other costs and/or related expenses that are incurred to attend/participate in this Contest and to redeem the Prize are the sole responsibility of the Participants.
- 6.3 In determining the winning entry our discretion is absolute and our decisions in respect of all matters to do with the competition will be final and no correspondence will be entered.
- 6.4 Judges' decisions are final. Disputes or appeals will not be entertained.
- 6.5 The winners are bound by the terms and conditions that come with the prizes. The acceptance of prize indicates the acknowledgement and agreement of such terms and conditions.
- 6.6 If a specified prize becomes unavailable due to unforeseen circumstances, the Organiser may at its discretion, without prior notice, substitute a similar prize or one of equivalent value.

- 6.7 Competition prize winners will be notified of the competition result by phone or email (if address is asked for/provided) or by direct message on social media (winners must therefore 'like' or 'follow' our social media accounts in order to be reachable on the prizes) not more than 10 working days following the determination of the winners. If the winner fails to respond to our notification attempts within this time we reserve the right to disqualify that entrant and offer the prize to the next eligible entrant and thereafter until a winner is found.
- 6.8 By participating in the competition, you consent to the use of your name and photograph(s) for our marketing, promotional and social media purposes.
- 6.9 No cash alternative to the prizes will be offered. The prizes are not transferable. Prizes are subject to availability and we reserve the right to substitute any prize with another of equivalent value without giving notice.
- 6.10 The Organiser reserves the right to cancel, terminate or suspend the Contest without any prior notice. For the avoidance of doubt, any cancellation, termination or suspension by the Organiser of the Contest shall not entitle the Participants to any claim or compensation against the Organiser, its agents and employees for any and all losses or damages suffered or incurred by the Participants as a direct or an indirect result of the act of cancellation, termination or suspension thereof.