

Regulation for World Photography Day Giveaway - Amoreiras 360° Panoramic View

1) Description

The purpose of this regulation is to govern the organisation, operation and use of the “World Photography Day” giveaway at Amoreiras 360° Panoramic View. By participating, users accept the Terms and Conditions outlined in this regulation.

2) Participants

Eligible to participate in this giveaway are all individuals residing and non-residing in mainland Portugal who are 18 (eighteen) years of age or older, who acknowledge and accept all the points of these rules, and who have an Instagram account. Employees and shopkeepers of stores in the Amoreiras Shopping Center, employees of the Amoreiras 360° Panoramic View, as well as collaborators of Mundicenter and the Instanta Fotografia store, are not allowed to participate in this giveaway.

3) Duration

The giveaway runs from July 9, 2026, to August 9, 2026, until 11:59 pm.

4) Prize

The prizes to be awarded to the winners are:

- 1st Place – Instax Mini Evo Cinema (<https://www.instax.pt/pt/produto/instax-mini-evo-cinema>)
- 2nd Place – Photoshoot at [Estúdio START](#)
- 3rd Place – Prepaid card for 100 photographs 10 x 15

5) Participation Conditions

To participate in the giveaway, interested individuals must:

1. Follow the Instagram profile of Amoreiras 360° Panoramic View (<https://www.instagram.com/amoreiras360view/>);
2. Follow the Instagram profile of Instanta Fotografia (<https://www.instagram.com/instanta.pt/>);

3. Send a private message via Instagram to the @instanta.pt page, including your first and last name, email address and Citizen Card number, to receive a free ticket for entry to Amoreiras 360° Panoramic View;
4. Collect the invitation for free access to the viewpoint at the Instanta Fotografia store in Amoreiras Shopping Center after registration validation and upon presenting the corresponding Citizen Card or Identity Card used;
5. Visit the Amoreiras 360° Panoramic View to take the photo to be used for the giveaway entry, during the current operating hours and subject to availability. The operating hours of the viewpoint can be consulted at <https://www.amoreiras360view.com/tickets/20>;
6. Post the giveaway photo on your Instagram profile, tagging the @amoreiras360view Instagram page in the photo and including the giveaway hashtag: #instaxview360 in the description;
7. Entries from public profiles will be accepted, or alternatively, from private profiles that submit their entry through [this form](#);
8. **The giveaway theme is open, with the only requirement being that the giveaway photo must be taken at Amoreiras 360° Panoramic View;**
9. Participants can post as many photos as they want, but the ticket is valid for only one ascent to the viewpoint;
10. Using a photo that was taken or published before the giveaway start date is not allowed;
11. The entry ticket to the viewpoint is personal and non-transferable and cannot be given to another person, nor can it be exchanged (for cash, voucher value, or other items).

Participants in this giveaway are required to comply with the provisions of these rules.

Amoreiras 360° Panoramic View and Instanta Fotografia reserve the right to publish all entries (photographs) across all channels of the brands' universe, identifying the respective authors through tagging (@username).

Amoreiras 360° Panoramic View and Instanta Fotografia reserve the right to edit the original photographs shared by participants to make them suitable for publication across all brand communication channels.

6) Method of awarding the prize through a jury

All entries during this giveaway, which fully and simultaneously meet all the requirements established in the aforementioned section, will be considered in the evaluation by the jury.

The jury of the giveaway will consist of three members: two representatives from Amoreiras 360° Panoramic View and one representative from Instanta Fotografia.

The decisions of the jury are final and cannot be appealed.

After the end of the giveaway, the jury will select, from among all valid entries, the 3 entries that best reflect the concept of the giveaway and meet the requirements indicated in section 5.

The criteria for selection by the jury will be the originality and creativity of the entry. The 3 most original and creative photographs will be awarded.

The 3 winning photographs will be selected by a jury by August 12th.

The winners will be announced through a comment on the giveaway post on August 19th.

7) Prize Delivery

On August 13th, the winners will be contacted via private message on Instagram to provide the requested information (name, Citizen Card number, and email) within 24 hours of receiving the private message announcing them as the winner. Failure to provide this information within this period will result in automatic forfeiture of the prize, and another winner will be selected.

The prizes are personal and non-transferable. They cannot be converted into cash or exchanged for other products.

Winners must collect their prizes at the Instanta Fotografia store in Amoreiras Shopping Center within 30 days after being contacted, with an appointment scheduled with the store.

Presentation of the Identity Card or Citizen Card is mandatory for prize collection, and the document holder must be present for this purpose.

In case the winner is unable to collect the prize within 30 days after being contacted, Amoreiras 360° Panoramic View and Instanta reserve the right to declare the prize as not awarded. There will be no compensation for the winner, nor will there be a new selection process for another winner.

8) Copyright

Amoreiras 360° Panoramic View and Instanta Fotografia are not responsible for any copyright violations or other actions committed by participants in the context of this Giveaway.

By sharing photos in this Giveaway, participants expressly declare that they are the authors of the photos and hold all rights related to the images they have published.

Any claims regarding rights made by third parties will be the sole responsibility of the participant. Amoreiras 360° Panoramic View and Instanta Fotografia reserve the right to demand compensation from the participant for any damages that may arise from such actions by the participant.

9) Personal Data Protection

1. The organizers of the giveaway (Mundicenter II – Gestão de Espaços Comerciais, S.A., hereinafter referred to as "Mundicenter", and Instanta, Lda.) undertake to comply with the provisions of the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April (GDPR), as well as other applicable legislation. They commit not to copy, reproduce, adapt, modify, delete, destroy, disseminate, transmit, disclose, or otherwise make available to third parties any personal data to which they have had access, unless expressly authorized by the data subject in question or required by compliance with a legal obligation. They undertake to use such data exclusively for the purposes for which they were collected, refraining from any use outside of this context, whether for their own benefit or that of third parties.

2. Mundicenter and Instanta, Lda. implement all technical and organizational measures within their reach, appropriate to the security of the personal data collected.
3. In accordance with Articles 13 and subsequent of the GDPR, Mundicenter and Instanta, Lda. inform as follows:
4. The controllers of personal data are Mundicenter II – Gestão de Espaços Comerciais, S.A., tax ID number 503121495, headquartered at Rua Sanches Coelho, no. 3, 1600-201 Lisbon, which can be contacted by phone at +351 213 802 300 or email mundicenter@mundicenter.pt; and Instanta Lda., tax ID number 500139806, headquartered at Avenida D. Pedro V, no. 43, 2795-152, Linda-a-Velha, which can be contacted by phone at +351 214 254 410 or email instanta@instanta.pt;
5. The personal data collected in the context of the giveaway are intended for confirming the participant's identity and participation conditions, as well as for marketing purposes, to inform about promotional actions and other events promoted by Mundicenter and Instanta Fotografia. The processing of such data is limited to these purposes, unless the data subject has expressly consented to their processing for other purposes;
6. The collected data will be retained for a period of two (2) years;
7. The data subject may, at any time, exercise the following rights with respect to Mundicenter and Instanta Fotografia, preferably by written communication sent to the email addresses rgpd@mundicenter.pt and/or instanta@instanta.pt or to the addresses of the entities: the right to access their personal data provided through this document, as well as to consult, rectify, update or delete them, and to limit processing; the right to object to the processing of their data; the right to data portability; the right to withdraw consent regarding the processing of personal data in this document; the right to lodge a complaint with the competent supervisory authority according to Portuguese law, obtaining from Mundicenter and Instanta Fotografia the contact details thereof; the right to obtain information from Mundicenter and Instanta Fotografia regarding the purposes of processing their data, the categories of data involved, the identity of recipients to whom they have been disclosed, and the retention period of personal data or the criteria used to determine such period; the right to be informed of the personal data being processed and to obtain a copy of such data, provided in electronic format unless otherwise requested by the data subject; the right to obtain from Mundicenter and Instanta Fotografia the rectification of

inaccurate personal data, or to complete incomplete data; the right to obtain from Mundicenter and Instanta Fotografia the erasure of their personal data ("right to be forgotten") without undue delay, with Mundicenter and Instanta Fotografia undertaking to erase such personal data, particularly when compliance with a legal obligation is at stake, or when the data subject has objected to the processing thereof and/or withdrawn previously given consent.

8. For any additional questions, please consult the Privacy Policy of Mundicenter, available at <https://mundicenter.pt/en/privacy-policy/>, and of Instanta Fotografia, available at <https://www.instanta.pt/ajuda/politica-de-privacidade>.

10) Additional information

1. Accounts created on Instagram solely for the purpose of participating in the giveaway will not be considered.
2. Amoreiras 360° Panoramic View reserves the right to exclude, without prior notice, entries made using false, inaccurate, or incomplete registration information, or entries that violate the community rules of the Instagram page.
3. Participation implies awareness and acceptance of the characteristics and limitations of Internet use regarding the lack of protection of certain data due to possible appropriation and piracy, or risks of virus contamination circulating on the network, technical performance, response times in querying, searching, or transferring information, risks of interruption, and more generally, risks inherent in any connection and transmission via the Internet.
4. The promoter of this giveaway disclaims any responsibility for errors in the transmission of information and/or interruptions or delays caused by incorrect data entry or technical failures and deficiencies in communication systems and computer systems.
5. The promoter cannot be held responsible in the event of force majeure events (strikes, bad weather, etc.) that wholly or partially deprive participants of the opportunity to participate in the giveaway and/or the winner from benefiting from their prize.
6. Amoreiras 360° Panoramic View cannot be held responsible for incidents occurring after the prizes have been awarded to participants, nor will it have any liability for any physical or psychological damages suffered by participants while enjoying the received prize.

7. Amoreiras 360° Panoramic View will not bear any costs associated with enjoying the prizes, beyond those provided.
8. Amoreiras 360° Panoramic View will not be responsible for entries not received, not recognized, or received late, which will not be considered for the purposes of the Giveaway.
9. Amoreiras 360° Panoramic View reserves the right to:
 - 9.1. Eliminate any participant (or even winner) who exhibits improper behavior during or after the giveaway or who violates any of the participation conditions;
 - 9.2. Make necessary decisions for the normal course of this giveaway, which are expressly accepted by each participant;
 - 9.3. Change the points of this Regulation at any time without prior notice, with changes duly published;
 - 9.4. Suspend, temporarily or definitively, or cancel the giveaway at any time;
 - 9.5. Any doubts about the interpretation and application of the regulations should be clarified and analyzed by Amoreiras 360° Panoramic View.

As omissions and other provisions not covered in this regulation will be decided by the Management of Amoreiras Shopping Center.

Any complaints, observations, and/or suggestions should be directed to the management entity of Amoreiras Shopping Center, using the form available at the Information Desk.

The present regulation comes into effect starting from July 9, 2026.