

# MyTOWN 'United by Culture' Heritage Lens ("Contest")

## 1 August – 16 September 2024 ("Contest Period")

### Terms and Conditions

1. The Contest is open to all shoppers of MyTOWN Shopping Centre aged 18 years old and above ("Participants"). Non-Malaysians with a valid passport, residential address in Malaysia, and hold a Malaysia bank account are allowed to participate.
2. By participating in the Contest, the Participants agree to be bound by these Terms and Conditions and any rules and regulations of the Contest made by the Management.
3. Participating Rules:
  - a) Registration can be made at the link <https://mytownkl.com.my/campaign/unitedbyculture>
  - b) Registration shall be made as an individual and not through university.
  - c) Fill out all the information required.
  - d) For **Category C**, each account will only be applicable to register for 1 participant only.
  - e) Participants must be registered through the MyTOWN microsite to join the Group Photography Session on 17 – 18 August.
  - f) The registration period will be from 1 August – 16 August.
  - g) Participants must use their own speed and creativity skills to photograph the traditional models on the 17 – 18 August.
  - h) Submission of the photo can be done any time through MyTOWN website once completed before 2 September 2024. Late submissions will not be accepted.
4. Entries will be judged equally based on:
  - a. **Category C:**
    - i. Technical Proficiency 10%
    - ii. Creativity and Originality 30%
    - iii. Artistic Quality 25%
    - iv. Model Interaction 15%
    - v. Post-Processing 10%
    - vi. Impact 10%
5. **Total scores** will be from the **total marks given by judges**. The judges' decision is final, conclusive and binding. No further appeal, enquiry and/or correspondence will be entertained.
6. Cash vouchers prizes are non-transferable and non-exchangeable for cash.
  - i. **Individual Grand Prize:** Trophy + RM2,000 cash vouchers
  - ii. **Individual Second Prize:** Trophy + RM1,500 cash vouchers
  - iii. **Individual Third Prize:** Trophy + RM1,000 cash vouchers
  - iv. **10x Consolation Prizes:** Trophy + RM500
7. The Management reserves the right to disqualify any Contest entry that does not meet the rules and regulations of the Contest including entry submitted with incomplete, invalid, or incorrect information.
8. Entries that are lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libellous, illegal, offensive, or otherwise contain inappropriate content or objectionable material should not be submitted and the Organiser reserves the right to remove or demand the Eligible Participant to remove such entry at any time in the Organiser's sole discretion.
9. All taxes, insurance, logistics and other expenses as the case may be, unless specifically stated, are the sole responsibility of the participant.
10. If due to any circumstances beyond control where the Management is unable to provide the stated prizes or any part thereof, the Management reserves the right to substitute the prizes with any items of equal or greater value, to be determined at the Management's sole and absolute discretion subject to availability and while stock last.
11. Acceptance of any prizes shall constitute consent on the participant's part to allow the use of the participant's name, image/artwork, video footage, voices and/or likeness by the Management for editorial, advertising, promotional, marketing and/or the other purposes without further compensation in any media for an unlimited period except where prohibited by the law.
12. The Management's decision regarding the prizes, and/or in every situation including any which is not covered under this Terms & Conditions, shall be final and binding on all participants, and no queries, challenges or appeals may be made or entertained regarding the Management's decision on the same. The receipt by any of the participants of any prizes is conditional upon compliance with any applicable laws, rules and regulations.
13. Acceptance of the prizes shall constitute a release and discharge the Management, affiliates, directors, officers, employees or agents by each of the participant from all liability, claims, demands, causes of action, and/or damages (including special, indirect and consequential losses) which the participant may have, whether known or unknown at the present time, of any nature whatsoever, arising out of or relating to: (i) the Contest, (ii) personal injury and/or property damage, theft or loss suffered by the participant as a result of the use and/or enjoyment of the prizes, and/or (iii) any tax liabilities in relation to the Contest, prizes and/or use or enjoyment of the same.
14. Each individual participating in the Contest acknowledges that in respect of any Personal Information disclosed by him/her to the Management: a) he/she is authorized to disclose such Personal Information; b) such disclosure complies with Personal Data Protection Act 2010 and any Privacy Legislation from any country, within the geographical scope of the Contest; c) he/she is consented to the use of such Personal Information by the Management (including, without limitation, the disclosure of such Personal Information to the Management's external agencies or third parties); he/she have read, understand and agreed to this Terms and Conditions and consent to the processing of Personal Data as described in the Management's Privacy Policy which is available at: <http://www.mytownkl.com.my/en/privacy-policy/> under the Personal Data Protection Act 2010.
15. The Management reserves the right to change, amend, and revise this Terms and Conditions without prior notice at any time and the participant shall be bound to such changes

## Event: 'United by Culture' Heritage Lens ("Contest")

Event Date: 1 August – 16 September 2024

### Eligibility

1. The Contest is open to all shoppers of MyTOWN Shopping Centre aged 18 years old and above.
2. The photography registration period shall end on **16 August 2024**.
3. The photo submission period for the registration entries shall end on **2 September 2024**.
4. Register link: <https://mytownkl.com.my/campaign/unitedbyculture>
5. All participants will be notified through email for the photo approval for judges.
6. Any photo shall not be replaced with a new photo without prior notice, or any valid reasons and the replacement shall be subject to the approval from the Management.

### Judging Criteria

1. Judges will be judged based on the criteria listed below.
2. **Total scores will be from the total marks given by judges.**

### Category C:

- i. Technical proficiency 10%
- ii. Creativity and originality 30%
- iii. Artistic quality 25%
- iv. Model Interaction 15%
- v. Post-Processing 10%
- vi. Impact 10%

### Prizes

### Category C

- i. **Individual Grand Prize:** Trophy + RM2,000 cash vouchers
- ii. **Individual Second Prize:** Trophy + RM1,500 cash vouchers
- iii. **Individual Third Prize:** Trophy + RM1,000 cash vouchers
- iv. **10x Consolation Prizes:** Trophy + RM500