

Kansan Sivistystyön Liitto KSL ry

## Rules of the Shake Hands prize draw

1. The arranger of the prize draw is KSL Civic Association for Adult Learning (hereafter KSL), Business ID 0213502-1. The Shake Hands draw is part of KSL's SivistysSilta (EducationBridge) project, which promotes respect for other people's opinions and a civilized conversational culture.
2. Participation in the draw is open to anyone over 15 years old who photographs themselves at KSL's Shake Hands campaign stand and publicly shares that picture on their own account on Instagram or Facebook with the hashtag #paiskaatassua. In doing this participants indicate their acceptance of the rules of the draw.
3. Only one picture per person can be entered into the prize draw. Entrants can nevertheless enter the draw twice by sharing the same picture on their own accounts on both Instagram and Facebook.
4. The entry period for the draw is May 15–December 6, 2018.
5. Under-18s can participate in the draw with the consent of their parent or guardian. Consent will be checked if the winner of the draw is 15-17 years old.
6. KSL will not collect participants' data or use the data in direct marketing. KSL can, however, without compensation and without separate permission, use photographs entered into the competition for non-commercial communications purposes on KSL's own communication channels and in reports telling people about the SivistysSilta project and the Shake Hands campaign.
7. Photographs taken anywhere other than at KSL's Paiskaa tassua campaign stand are not eligible for the prize draw.
8. Entrants to the draw cannot submit #paiskaatassua photographs of any other person.
9. KSL employees are not eligible to enter the draw.
10. KSL will make the draw for the winner of the 191.80 euro prize on International Human Rights Day, December 10, 2018, from among everyone who has published pictures that meet the entry conditions. The prize will be delivered either in person or in a registered letter to the prize-draw winner within a month of the draw in the form of an Aktia PrePaid World gift card.
11. In addition, a donation of 201.80 euros will be sent to the winner's choice of Finland-registered NGO. This will be paid into the NGO's bank account within a month of the choice being made.
12. The draw will be carried out by giving all the pictures that meet the entry conditions consecutive numbers, after which a random number will be drawn using prize-draw software. The draw will be carried out, in the presence of two witnesses, by KSL's Secretary General or by a KSL employee appointed by the Secretary General.
13. After the draw KSL will notify the publisher of the winning picture via Instagram and/or Facebook. If the winner cannot be contacted within a month despite repeated attempts, KSL will carry out a new draw.
14. KSL reserves the right to exclude from the draw all photographs that do not meet the entry conditions or which are contrary to good taste.