

OFFICIAL RULES
“BIVOUAC EXPERIENCE
EXCLUSIVELY AVAILABLE TO MEMBERS OF THE COLUMBIA UNLOCK LOYALTY PROGRAM”
ON-LINE PRIZE DRAWS

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR
PAYMENT OF ANY KIND WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

1. **ELIGIBILITY:** This “Columbia Members Exclusive Bivouac Experience” On-Line Prize Draw is open only to individuals who (a) are legal residents of Great Britain (b) are at least eighteen (18) years of age at the time of entry, (c) have access to the internet and a valid e-mail address,(d) are a member of the Columbia UNLOCK membership program (i.e. having created an account on the [Columbia UK website](#)), (e) have comprehensive travel and activity insurance and (f) are the holder of a valid passport and, if required, a valid visa permitting travel to the Event location. Employees or contractors of Sponsor, a competitor of Sponsor, or any of their affiliate companies, subsidiaries, agents, distributors, wholesalers, retailers, or advertising and promotional agencies, as well as the spouse, parents, siblings, children and household members of any such employee or contractor, are not eligible. This On-Line Prize Draw is subject to the laws of England and Wales.
2. The Event involves physically demanding activities, including a two-day guided hike with an overnight bivouac in a mountain environment. By entering this On-Line Prize Draw, each participant confirms that they are in good physical health and have a level of fitness sufficient to participate in such activities. Winners may be required to complete a health and fitness self-declaration form prior to the Event. The Sponsor reserves the right to exclude any winner from specific Event activities if, in the reasonable opinion of the Event organisers or guides, participation would pose a risk to that individual's health or safety.
3. **SPONSOR:** This On-Line Prize Draw is sponsored by the Columbia Sportswear brand, represented by **Columbia Sportswear Company Limited**, 20 Oldfield Court, Windermere, LA23 2HJ, United Kingdom, Registration no 3854251 (“Sponsor”).
4. **AGREEMENT TO OFFICIAL RULES:** Participation in this On-Line Prize Draw constitutes your full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsor, which are final and binding.
5. **ENTRY PERIOD; PRIZE:** This On-Line Prize Draw begins on May 5th 2026 at 8am GMT and ends on May 10th 2026 at 11.59pm GMT (the “Entry Period”). Twelve (10) participants among all eligible entries received will win:
 - 1 (one) Bivouac Experience (“Event”) in the Chamonix Valley from [June, 11th] to [June 14th] 2026 including:
 - Return flight from the nearest international airport in the UK to Geneva and taxis shuttle to accommodation in Chamonix... (economy class)
 - Thursday and Saturday nights’ accommodation in a Chalet
 - All meals from Thursday dinner to Sunday breakfast
 - A fully organised and supervised two-day guided hike, including an overnight bivouac from Friday to Saturday in the Chamonix Valley...(bivouac equipment — tent, sleeping mat and sleeping bag — can be provided free of charge. If a sleeping bag is borrowed, a silk liner (also known as a sleeping bag liner) will be required; not included).
 - Presentation of Columbia equipment
 - One (1) sports nutrition workshop
 - One (1) Columbia welcome pack

The approximate retail value of the prize is £2000 per person.

The following is not included:

- Any additional meals and drinks.
- Participant's insurance
- any other costs, fees, and expenses not listed above
- sleeping bag liner
- transportation to and from your closest airport in the UK
- fees for any VISA, if required

The 10 winners will be drawn at random from all participants who have registered via the online prize-draw site listed below. There is a limit of one prize per person. Prizes are nontransferable until awarded and are non-refundable. No cash or other substitution may be made, except by Sponsor, who reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason (e. g. out of stock, governmental restrictions, etc.). Sponsor reserves the right to change the date of the Event for reasons out of control of the Sponsor. The accommodation is subject to the standard terms and conditions of the provider. Winners are responsible for payment of all applicable taxes associated with receipt of a prize. Any and all activities related to the Event including without limitation walking, hiking, overnight stays in hotels and bivouacs animal encounters, are at the winner's own risk, and subject to restrictions imposed by applicable service providers and governing and regulatory agencies. All Participants are required to sign a disclaimer before being able to participate. If the winner declines or fails to accept the prize or a portion of the prize, the price or the portion of the prize is forfeited.

6. **ENTRY:** Visit the following prize-draw site <https://Chamonix-bivouac-june.columbiasportswear-game.com/> and follow the entry instructions: You will have to fill in a form with your first name, e-mail address, phone number, date of birth (to confirm you are at least eighteen (18) years of age at the time of entry); confirm your availability on the event dates; confirm that you are holder of a valid travel documents, including a visa, if required, answer questions on your hike experience and Columbia product, and click "Let's go". Each participant agrees to disclose accurate information about themselves. Sponsor disclaims any responsibility in the event that a participant uses a false name and / or names associated with a valid email address or impersonates another person. Participation in the On-Line Prize Draw is exclusively online via the prize-draw web page mentioned above, and the prizes will be awarded to online participants only. The On-Line Prize Draw is limited to one entry per person. Entry to the On-Line Prize Draw is free and without obligation to purchase. Communication costs incurred in order to participate in the competition cannot be refunded. Sponsor will not be responsible for lost, late, incomplete, undelivered, delayed, inaccurate, or illegible entries, computer, network, electronic or internet hardware or software malfunctions or failures, service provider/internet/website accessibility or availability, or unauthorized human intervention or human error or omission, unless attributable to Sponsor. Proof of submission will not be deemed to be proof of receipt by Sponsor. The Sponsor reserves the right to moderate all entries and to take down any entries and/or disqualify which do not comply with these Official Rules. Sponsor's decision will be absolute and no correspondence will be entered into.
7. **WINNER SELECTION:** By entering this On-Line Prize Draw, you agree that Sponsor or its subsidiaries and affiliates and/or each of their representatives, employees, agents and contractors, together with an independent party as juror verify your entry. Within twenty-four (24) hours following the conclusion of the Entry Period, an independent party will draw the potential winners from among all eligible entries. Sponsor's decision is final and no correspondence will be entered into. Sponsor will notify each potential winner by e-mail within two (2) days. If a potential winner cannot be notified, verified or confirmed within three (3) days of notification, a prize is declined, or a potential winner is not eligible for award of a prize for whatever reason, an alternate potential winner will be selected by random drawing from all eligible entries.
8. **REQUIREMENTS OF EACH POTENTIAL WINNER:** Potential winners will be contacted by Sponsor or its agents, employees, agents or contractors and must provide their full name, mailing address, and a statement

of eligibility confirming compliance with these Official Rules within seven (7) days of the date of notification. You will not be the winner of a prize until your eligibility to participate has been verified.

9. **GENERAL CONDITIONS:** By participating, the Participants confirm that they have read, understood and accepted the rules of the On-Line Prize Draw. Sponsor reserves the right to cancel, suspend, and/or modify this On-Line Prize Draw if any problem, not due to Sponsor, corrupts the administration or security of this On-Line Prize Draw. In such event, Sponsor reserves the right to select a winner from among the eligible entries received up to the time of the impairment or Sponsor's identification of the impairment. Sponsor reserves the right to restrict participation in this On-Line Prize Draw to any person at any time and/or to disqualify any entry at any time for legitimate reasons. Any attempt by any person to undermine the legitimate operation of this On-Line Prize Draw may be a violation of law, and Sponsor reserves the right to seek damages to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. All activity arising out of and relating to this On-Line Prize Draw is subject to verification and/or auditing for compliance with the Official Rules in accordance with applicable data protection rules (see point 11). You agree to reasonably cooperate with Sponsor concerning verification and/or auditing, which shall be carried out in accordance with the Sponsor's Privacy Policy (for which see clause 11 below).
10. **ORGANISER:** For the organization of the On-Line Prize-Draw, the Sponsor uses its subcontractor SEKOYA DIGITAL, a simplified joint stock company with a capital of 63,370 euros, whose head office is located at 231 rue Saint Honoré, 75001 Paris and which is registered with the "Registre du Commerce et des Sociétés de Paris" under RCS number B 900 234 329. SEKOYA DIGITAL is a company specializing in data collection. In this context, SEKOYA DIGITAL conducts consumer competitions on its website on behalf of the Sponsor. The publisher of the website is the company SEKOYA DIGITAL, which is responsible for the publication. The director for the publication of the website is Natacha ORDAS. The hosting of the website is provided by SEKOYA DIGITAL through the company Hosteur, whose registered office is located at 231 rue Saint Honoré, 75001 Paris. For the organization of the event itself, the Sponsor uses its subcontractor Brandnation Integrated Ltd, registered at Mary Sheridan House, 11-19 St Thomas Street, London, England, SE1 9RY, United Kingdom, Company Registration Number: 06695917.
11. **AUTHORITY; REPRESENTATIONS.** You are responsible and liable to Sponsor for any losses arising out of or related to your negligence, misconduct, or breach of any representations, warranties, or other obligations under these Official Rules. In the event of any dispute or ambiguity as to the identity/name of the person who may have submitted a particular entry, an entry will be deemed to have been submitted by the Authorized Account Holder of the username or e-mail address submitted at the time such entry is submitted. "Authorized Account Holder" means the natural person who is assigned to a particular username or e-mail address by an internet access provider, service provider, or other organization that is responsible for assigning e-mail addresses or usernames under the domain associated with the submitted e-mail address or username.
12. **PRIVACY:** You understand that you are providing your information to Sponsor and/or Sekoya Digital and/or Brand Nation. All personal information submitted to Sponsor or Sekoya Digital or Brand Nation by you as part of this On-Line Prize Draw will be treated in accordance with Sponsor's Privacy Policy (available at [Privacy Site UK](#)), except as otherwise described in these Official Rules and On-Line Prize Draw materials. All of your information will be shared with Sponsor's agents, representatives, and other third parties involved in the execution, administration, or hosting of this On-Line Prize Draw. For the purposes of this On-Line Prize Draw, we use Sekoya Digital and/or Brand Nation as our subcontractors and data processor. Subject to you providing all appropriate consents (and in accordance with our Privacy Policy), Sponsor may use your data for marketing and communication purpose, for surveys or analysis within the course of trade, and may send you information and special offers. To receive information and special offers, please follow the "opt in" instructions on the [Columbia](#) website or the instructions included in the email sent to you by Sponsor. Any photos taken during the event may be used by Columbia for communication or marketing purposes if you have explicitly opted in before the event.
13. **LIMITATIONS OF LIABILITY: THE SPONSOR WILL ONLY BE LIABLE FOR DIRECT AND FORESEEABLE LOSS OR DAMAGE ARISING FROM A BREACH OF THESE OFFICIAL RULES OR**

ITS OWN NEGLIGENCE, AND WILL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, OR CONSEQUENTIAL LOSS OR DAMAGE, TO THE EXTENT PERMITTED BY LAW. NOTHING IN THESE OFFICIAL RULES EXCLUDES OR LIMITS THE SPONSOR'S LIABILITY FOR DEATH OR PERSONAL INJURY CAUSED BY ITS NEGLIGENCE, FOR FRAUD, OR FOR ANY OTHER LIABILITY THAT CANNOT BE EXCLUDED OR LIMITED UNDER APPLICABLE LAW. THE SPONSOR MAKES NO WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE PRIZE, EXCEPT AS REQUIRED BY LAW. PARTICIPANTS' STATUTORY RIGHTS, INCLUDING THOSE UNDER THE CONSUMER RIGHTS ACT 2015, ARE NOT AFFECTED BY THESE OFFICIAL RULES. BY PARTICIPATING, EACH PARTICIPANT ACKNOWLEDGES THAT PARTICIPATION IN THE EVENT IS AT THEIR OWN RISK AND IT IS THEIR RESPONSIBILITY TO OBTAIN APPROPRIATE INSURANCE. THE SPONSOR WILL NOT BE LIABLE FOR ANY INCIDENT, ACCIDENT, OR DAMAGE OCCURRING DURING THE EVENT, EXCEPT IN THE CASE OF THE SPONSOR'S GROSS NEGLIGENCE OR WILFUL MISCONDUCT.

14. **DISPUTES:** Sponsor reserves the right to make all decisions in its sole discretion arising out of or relating to this On-Line Prize Draw, and the decisions by Sponsor are final and binding. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with this On-Line Prize Draw or otherwise, shall be governed by, and construed in accordance with, the laws of England and Wales. The Event activities are subject to the laws of the jurisdiction in which the Event takes place, including any mandatory local regulations applicable to outdoor and mountain activities. You agree that the courts in England and Wales will be the exclusive forum for any dispute resolution or legal proceeding, and you consent to the jurisdiction of such courts.
15. **OFFICIAL RULES AND WINNERS LIST:** You may obtain On-Line Prize Draw results and a copy of these Official Rules by sending a self-addressed, stamped envelope to Columbia On-Line Prize Draw Team at Columbia Sportswear International Sarl, Geneva Business Centre, 12 Avenue des Morgines, 1213 Petit-Lancy, Switzerland. Records may not be available beyond one year unless required by law.