



## **Conditions of Participation – Oldenburger Professional Recipe Contest 2024 “60 Years of Oldenburger”**

The following conditions apply for participation in the **Oldenburger Professional Recipe Contest 2024 “60 Years of Oldenburger”**:

### **Preamble**

DMK Deutsches Milchkontor GmbH, Industriestraße 27, 27404 Zeven, hereinafter referred to as "Organizer" or "DMK", is hosting a recipe upload contest on the Oldenburger Professional brand website at (<http://www.oldenburger-professional.com/recipecontest>) from July 15, 2024, to December 15, 2024, 23:59:59. Participation and execution of the contest are governed by the following conditions. By participating, participants confirm their agreement with these terms.

### **Eligible Participants**

Eligible participants are natural persons who are legally competent and at least 18 years old. Participation is only possible in one's own name. Employees of the Organizer, as well as all persons involved in the development or execution of the contest (e.g., agencies, consultants, suppliers) and their respective family and household members, are excluded from participation. Commercial competition companies participating on behalf of third parties are also excluded.

### **Participation in the Oldenburger Professional Recipe Contest 2024 “60 Years of Oldenburger”**

Participation occurs by submitting an original baking or cooking recipe via the online form on the Oldenburger Professional landing page (<http://www.oldenburger-professional.com/recipecontest>). The contest runs from July 15, 2024, to December 15, 2024, 23:59:59. Recipes can only be submitted during this period. Participants must complete and submit the online form autonomously. By submitting the form, participants accept the conditions of participation. Multiple recipe submissions are allowed, but each participant can win only once. The recipe name, ingredient quantities, preparation steps, and a photo of the result are required. An Oldenburger product must be included in the ingredients.

### **Determination of Winners**

A jury will select the winning recipes from submissions that comply with these conditions, which will be published in our Oldenburger Recipe Booklet and on our website. The jury will evaluate the recipes based on quality, originality, creativity, and comprehensibility. The jury will determine, at its discretion, the 1st, 2nd, and 3rd places as well as places 4-10 according to the criteria mentioned. The recipe must contain at least one Oldenburger product.

### **Prizes**

The following prizes can be won:

- 1st to 3rd place: a KitchenAid Stand Mixer with Bowl Lift 6.6L – Artisan worth €999
- 1st to 10th place: a professional photoshoot of the recipe

Prizes cannot be paid out in cash or transferred to third parties.



DMK will notify the winners via email. Winners will be asked to provide their address within 72 hours for the purpose of prize delivery. If a winner does not respond within 72 hours, DMK reserves the right to select another winner. Winners expressly agree that DMK may forward their address to an external service provider for prize delivery. Participants are responsible for the accuracy of their contact details, especially their email addresses. DMK is not obligated to investigate correct addresses or contact participants by other means. If a participant provides incorrect contact details, the prize will be forfeited.

### **No Violation of Third-Party Rights**

The submitted recipes, photos, texts, and other content or files must not violate third-party rights and must be created by the participants themselves. The submitted entry must be free of third-party rights and not come from a foreign cookbook, etc.

It is prohibited to submit content that could be considered offensive or criminally relevant, such as defamatory, racist, sexist, obscene, or unsuitable for minors, or to link to such content. It is also prohibited to submit content for commercial or advertising purposes or to upload files containing harmful programs like viruses or spyware. DMK reserves the right to exclude recipes from the competition without further inquiries if they violate these guidelines or other legal prohibitions.

### **Usage Rights to Submissions and Uploads**

A condition for participation is the granting of usage rights regulated in these terms and conditions, particularly regarding the processing of personal data, the use of submitted recipes, photos, and texts, as well as image and video recordings related to the final activities. This includes the unlimited use of submitted recipes and image and video recordings for internal and external communication and press work, as well as publication on the internet (e.g., oldenburger-professional.com; dmk.de; Facebook, Instagram, etc.) and publication in the Oldenburger Professional Recipe Booklet (digital and print editions). The participant expressly permits DMK to publish their contribution unrestrictedly, even in excerpts and with the participant's name. The granting of usage rights to DMK is free of charge, permanent, and without spatial, temporal, or content restrictions. If deemed necessary or appropriate by DMK for publication, modifications are permitted to a reasonable extent while respecting copyright and personal rights.

### **Exclusion from the Contest**

DMK reserves the right to exclude persons from the contest who violate these terms and conditions, do not fulfill the participation requirements, or provide false or misleading information. If there is a reason for exclusion, DMK is entitled not to grant the prize. Persons who use unauthorized aids or otherwise gain advantages through manipulation will also be excluded. In such cases, prizes may also be subsequently revoked and reclaimed. Those who provide false personal information can be excluded from the contest. Competition clubs and automated services are excluded from participation.

### **Liability**

DMK is liable only for intent and gross negligence. This does not apply in cases of negligent breach of essential contractual obligations, which are necessary for the execution of the contest and on which participants rely. In such cases, DMK's liability for simple negligence is limited to typical and foreseeable damage. This liability limitation does not apply to damages resulting from injury to life, body, or health. Liability under the Product Liability Act remains unaffected. All statements by the Organizer, particularly regarding the publication of participant names, are without guarantee.



## **Early Termination of the Contest**

DMK reserves the right to terminate the contest at any time without prior notice and without giving reasons. This will particularly be the case if technical reasons (e.g., viruses in the computer system, manipulation, or errors in hardware and/or software) or legal reasons prevent the proper execution of the contest. If such termination is caused by a participant's behavior, DMK may claim compensation for the resulting damage from this person. In the event of early termination, DMK is not liable for damages to participants.

## **Miscellaneous**

Legal recourse is excluded. German law applies exclusively. Rights arising from the legal relationship underlying these terms and conditions cannot be transferred to third parties. If individual provisions of these terms and conditions are or become invalid, the validity of the remaining terms remains unaffected. These terms and conditions can be changed by DMK at any time without separate notification.

## **Complaints**

Complaints will only be processed if submitted in writing and mentioning the relevant contest to the responsible office at [oldenburger-professional@dmk.de](mailto:oldenburger-professional@dmk.de) via email or in writing to DMK Deutsches Milchkontor GmbH, Maria-Cunitz-Straße 5, 28199 Bremen.

DMK is not willing to participate in a dispute resolution procedure before a consumer arbitration board.

## **Data Protection**

Name and contact details of the responsible party:

DMK Deutsches Milchkontor GmbH  
Industriestraße 27  
27404 Zeven

### **Contact details of the data protection officer:**

You can reach our data protection officer at the above address or at the email address [datenschutz@dmk.de](mailto:datenschutz@dmk.de).

## **Data Categories and Data Origin**

For participation in the contest, DMK collects and processes the following data: first name, last name, email address. The data was provided by you voluntarily. By participating, you expressly consent to the storage and use of your data for the duration of the contest and for the purpose of prize processing.

## **Purpose of Processing and Legal Basis**

The personal data of participants will be processed in compliance with the EU General Data Protection Regulation (GDPR), the Federal Data Protection Act (BDSG), and all other relevant laws. Data processing is solely for the purpose of conducting the contest. The legal basis is Art. 6(1)(a) GDPR (voluntary consent) and Art. 6(1)(b) GDPR (acceptance of the participation conditions).



Participants can withdraw their consent to storage at any time by contacting [oldenburger-professional@dmk.de](mailto:oldenburger-professional@dmk.de), thus withdrawing from participation.

### **Recipients**

For the duration of the Oldenburger Professional Recipe Contest 2024 “60 Years of Oldenburger,” the data will be stored by our partner iMi digital GmbH.

### **Rights of Data Subjects**

Participants have the following rights under Articles 15 to 22 of the GDPR: right to access, rectification, erasure, restriction of processing, and data portability.

### **Right to Complain to the Supervisory Authority**

Participants have the right to file a complaint with the data protection officer mentioned above or with a data protection supervisory authority.

### **Duration of Storage**

The data will be deleted after the contest ends unless there are legal retention requirements or the participants have agreed to the use of the data for remarketing on Facebook and Instagram.