

Ola photo competition - Terms and conditions

1. Eligibility

- 1.1. Entry is open to new and existing Ola customers who are in Sydney, New South Wales, Australia during the promotion period or part thereof (the “**eligible entrants**”).
- 1.2. Employees of the promoter, immediate family members of employees and employees of any company associated with the promotion are ineligible to enter.

2. Entry

- 2.1. The promotion commences at 20:00 AEST on 24 May 2019 and entries close at 23:59 AEST on 15 June 2019 (the “**promotion period**”).
- 2.2. To enter, eligible entrants must, all during the promotion period, take an eligible ride with Ola, take an eligible photograph and successfully email the eligible photograph to au_marketing@olacabs.com.
- 2.3. Eligible ride is a ride in an Ola network participating vehicle in the Greater Sydney Metropolitan Area, booked, completed and paid for through the Ola app during the promotion period.
- 2.4. Eligible photograph is a photograph that is (a) of Vivid Sydney 2019, (b) taken by the eligible entrant, (c) an original photograph (not taken by someone else or produced in any way other than the eligible entrant taking the photograph), (d) not being in breach of any copyright or any other intellectual property rights and (e) compliant with the requirements of the method, technology and the provider used for the purposes of the submission of the photographs.
- 2.5. The eligible entrants must use and provide their real names, emails and mobile numbers, which names and mobile numbers must match the names and mobile numbers used for their account with, and held by, Ola.
- 2.6. There is no maximum number of entries per eligible entrant provided that each entry must be a genuine and unique entry (a separate/unique eligible ride and a separate/unique eligible photograph).

3. Prizes and winning

- 3.1. One (1) eligible photograph will be judged and selected as the best photograph.

- 3.2. The eligible entrant who submitted the photograph which is judged and selected as the best photograph will win one (1) major prize.
- 3.3. The major prize consists of up to three hundred and sixty (360) free rides with Ola, up to \$20.00 value per ride, over a period of twelve (12) months. Any portion of the cost of any ride taken by redemption of the prize code/s over and above the prize value of the ride (that is, any amount over \$20.00) will need to be paid for by the winner.
- 3.4. In addition to the major prize, there will be up to one hundred (100) minor prizes (subject to there being a sufficient number of eligible entries).
- 3.5. Up to one hundred (100) eligible photographs will be judged and selected as the best 100 photographs submitted during the promotion period (excluding the photograph judged and selected as the best photograph for the purposes of the major prize).
- 3.6. Each eligible entrant who submitted the photograph which is one of the 100 photographs which are judged and selected as the best 100 photographs (excluding the photograph judged and selected as the best photograph for the purposes of the major prize) will win one minor prize.
- 3.7. The minor prize consist of one (1) \$20.00 credit, to be used for one Ola ride. Any portion of the cost of any ride taken by redemption of the prize code/s over and above the prize value of the ride (that is, any amount over \$20.00) will need to be paid for by the winner.
- 3.8. All prizes exclude tolls and any other third party charges, howsoever described.
- 3.9. The eligible entries and the eligible photographs will be judged and the best photograph selected (the major prize) and the best 100 photographs selected (the minor prizes) within two (2) weeks following the end of the promotion period.
- 3.10. The judging and selection of the eligible photographs and selection of the best photograph (for the major prize) and selection of the best 100 photographs (for the minor prizes) will be conducted by qualified or expert judge/s (with a background in photography and/or other forms of artistic and creative expression) and against the following set criteria:

General characteristics		
Originality	Style	Context
Photographic vision	Empathy	Insight
Validity		
Technical criteria		

Exposure focus/sharpness	Depth of field	Colour and/or tonal rendition
Contrast	Lighting	
Visual and aesthetic criteria		
Framing and choice of viewpoint	Background	Design elements and principles
Visual impact	Appropriate application of photographic and/or manipulative techniques	
Content		
Information	Emotion	Mood
Feeling	The moment	Relevance
Subject impact	Meaning	Denotative and connotative content, symbolism, metaphor
Communication through the language of photography and visual art		
Viewer's response		
Visual	Aesthetic	Intellectual
Emotional	Excitement	Interest

4. Prize conditions

- 4.1. Winners will be notified by SMS and/or email on 1 July 2019.
- 4.2. The major prize winner will have their details published on Ola Australia website located at <https://ola.com.au/> on 1 July 2019.
- 4.3. The prizes will be delivered electronically in the form of coupon code/s (the “**prize code/s**”).
- 4.4. Any prizes unclaimed (that is, unable to be delivered in the form of the prize code/s to the prize winners due to incorrect names, email addresses or any other reason outside the direct control of Ola) within thirty (30) days of the prizes being notified and/or published will be forfeited.
- 4.5. The prizes must be redeemed manually by entering the prize code/s into the Ola app. Alternatively, subject to technical factors and the user's setup of the Ola app, the prize code/s made be automatically applied in the Ola app.

- 4.6. The prizes may be redeemed wherever Ola is operational and available in Australia and in Australia only.
- 4.7. The prizes must be redeemed within twelve (12) months of the date of delivery of the prize code/s.
- 4.8. The prizes or the value of any prizes not redeemed within twelve (12) months of the date of delivery of the prize code/s will expire and will be forfeited.
- 4.9. The prizes cannot be taken, used or combined with any other offer, discount, prize or promotion.
- 4.10. The prizes are not transferable.
- 4.11. The prizes are not redeemable for cash.
- 4.12. The maximum value of the major prize is \$7,200.00.
- 4.13. The maximum value of each minor prize is \$20.00.
- 4.14. The maximum value of all minor prizes is \$6,000.00
- 4.15. Maximum total prize pool value is \$13,200.00.

5. Promoter and general

- 5.1. The promoter of the promotion is Ola Australia Pty. Ltd ACN 623 72 202 of Level 2, 11 York Street, Sydney NSW 2000.
- 5.2. This promotion is a competition based on skill, with qualified or expert judges used and the prize winners decided and selected against a set criteria, and, therefore, a permit is not required.