



GENESI ELETTRONICA SRL

Via Bachelet, 3/A - 41057 Spilamberto
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C. Fisc. E P.IVA IT02100940366
www.genesi-elettronica.com



Azienda con sistema di gestione per la qualità certificato secondo la norma ISO 9001:2015



This contest is organised by **Genesi Elettronica Srl**, a company specialized in the design and manufacturing of LED lighting solutions and electronic boards for **machine vision** applications, with its headquarters in via **Bachelet, 3/A - 410567 Spilamberto - (Modena) - Italy**, VAT no.: **02100940366**.

Duration of the Contest

- I. The contest will run from **24/02/2025 to 30/04/2025**;
- II. Photographs may be submitted by the deadline of **30/04/2025 at 23:59**;
- III. All votes or evaluations by the jury will take place from **05/05/2025 to 12/05/2025**;
- IV. The winners will be announced on **15/05/2025** at the trade fair SPS Parma, and the results will be communicated through the official LinkedIn page and the company website.

Theme of the contest

Photographs must represent a machine vision application (including laboratory simulation) with the following underlined elements:

- I. Application set-up
- II. Genesi illuminator

including a short explanatory text on:

- I. Purpose of the application with brief explanation of the specific lens,
- II. Camera type and major specifications (e.g. matrix; 12Mp; colour) optional make and model
- III. Type and model of Genesi's illuminator(s) used (e.g. GEM50 cm white bar)

The evaluation will take into account creativity, originality and adherence to the theme.

Prizes of the Contest

Prizes will be awarded according to the selection of the winner between commercial discounts or demonstration supplies* of the Blue Line, equivalent to:

- 1st Place:** €2,000
- 2nd Place:** €1,000
- 3rd Place:** €800

*The products will be indelibly marked 'demonstration - not for sale'.

Participants and participation conditions

The minimum number of participants for the activation of the contest is 10, with a maximum of 2 participants per company.

Participation is open to:

All Genesi Elettronica Srl customers and collaborators who reside in Italy or Europe.

To participate, competitors must:

- I. Fill in the entry form available at www.genesi-elettronica.com;
- II. Send the photographs by **30/04/2025** via WeTransfer to the email address marketing@genesi-elettronica.it, specifying in the subject line [Photographic Contest – Name of the Engineer and Company Name];
- III. Each participant can submit one or more photos of the same application. Photos sent after the deadline, or which do not meet the technical requirements, will be automatically excluded from the contest.

Technical Requirements for Photographs

Photographs must meet the following technical requirements:

- I. Format: JPEG or PNG;
- II. Minimum resolution: 1920x1080 pixels;
- III. Maximum file size: 5 MB;
- IV. Editing allowed: basic retouching (brightness, contrast, saturation) is allowed, but no significant manipulations that affect the integrity of the image;
- V. The following photographs are not allowed:
 - Watermarks, logos or signatures;
 - Third party copyrighted content without authorisation.

Images that do not meet the above requirements will be automatically excluded from the competition.

Copyrights

Property of the Photographs

Each participant declares and guarantees that he/she is the author and exclusive owner of the rights to the photographs submitted for the contest. The images must be original and must not infringe the rights of third parties, including copyright, image or privacy rights.

Authorisation of Use

By participating in the contest, the participant grants Genesi Elettronica Srl a free, non-exclusive and unlimited time license to use the submitted photographs for the following purposes:

- I. Publication on the social media channels of Genesi Elettronica Srl;
- II. Insertion on the company website and in eventual newsletters;
- III. Use in promotional materials related to the competition or the company's activities.

Field and Limits of Use

Photographs will be used exclusively for promotional purposes, without any significant alteration of the original content, except for cut-outs or edits to adapt the image to the communication channels.

Acknowledgement of Author

Each time the photograph will be used, Genesi Elettronica Srl will give credit to the author, stating the name of the participant, unless otherwise indicated by the author.

Exclusion of Liability

The participant releases Genesi Elettronica Srl from any responsibility deriving from the use of the images within the limits of these regulations, guaranteeing to have the necessary authorisation to use any recognisable objects in the photograph.

Revocation of the Licence

The participant can revoke the granted right of use by notifying marketing@genesi-elettronica.it

Any use made previously shall not be considered a violation of these rules.

Liability and Exclusion Clauses

The following elements will determine an exclusion of the photograph:

- I. Offensive, vulgar or inappropriate content;
- II. Defamatory, discriminatory or inciting hatred content;
- III. Content which violates third party rights, including copyright, image or privacy rights;
- IV. Content not in accordance with the theme of the competition.

Each participant is responsible for the lawfulness of the submitted images. Should there be any dispute by a third party, the participant undertakes to indemnify and hold harmless Genesi Elettronica Srl from any liability or claim for damages.

Genesi Elettronica Srl reserves the right to exclude from the contest, at its sole discretion, any photograph that does not comply with these terms and conditions.

Privacy

Personal data provided by participants will be processed by Genesi Elettronica Srl in accordance with EU Regulation 2016/679 (GDPR).

The data collected will be used exclusively for purposes related to the management of the competition, including any communication with the winners.

The data will not be shared with third parties, unless this is necessary for purposes strictly related to the contest.

Participants may exercise their rights under Articles 15-22 of the GDPR (access, rectification, cancellation, objection to processing, etc.) by contacting the organiser at: marketing@genesi-elettronica.it

For more details on the processing of personal data, please consult the full information notice available at www.genesi-elettronica.com.

Authorisation to Photograph and Use of Images

Participants in the photo contest authorise Genesi Elettronica Srl to take photographs and/or videos of themselves during the award ceremony at the SPS Parma trade fair.

Acceptance of the Rules

Participation in the competition implies full and unconditional acceptance of all the clauses of these terms and conditions.

The organiser reserves the right to modify the terms and conditions for organisational requirements or to ensure the smooth running of the competition. Any changes will be promptly communicated through the official channels of Genesi Elettronica Srl and via marketing@genesi-elettronica.it

INFORMATION ON THE PROCESSING OF PERSONAL DATA

According to Art. 13 of EU Reg. 2016/679

Dear participant, the EU Regulation 2016/679 (GDPR) provides that the processing of personal data shall take place in accordance with correctness, lawfulness, transparency and with protection of the confidentiality and rights of the Users. Therefore, in relation to the initiative in question, GENESI ELETTRONICA S.R.L, Data Controller, informs you as follows:

THE DATA CONTROLLER

The data controller is: *GENESI ELETTRONICA S.R.L.*,
Via V. Bachelet, n° 3/a - 41057 Spilamberto (MO) - ITALY
VAT NUMBER: IT02100940366

PURPOSE AND LEGAL BASIS FOR PROCESSING

The purposes of the processing are twofold:

- I. The fulfilment of the obligations connected with the implementation and management of the initiative in question, according to Art. 6(1)(a) of the stated Regulation.
- II. The promotion of the products and services offered by the undersigned company, through the publication on the company website and on its social platforms of the photographic and/or film images that are the subject of the contest and/or acquired by the Owner during the event in which the winners are announced, always maintaining the decorum of the filming, in accordance with Art. 6, par. 1, letter (f) of the aforementioned Regulations.

NATURE OF PROVIDING DATA

With reference to the above-mentioned purposes, as well as the obligations connected therewith, the provision of your personal data is mandatory. Failure to provide them therefore makes it impossible to take part in the initiative.

PARTICIPANT

Your personal data will be processed only by the internal staff of GENESI ELETTRONICA S.R.L authorised to process them, and will not be shared with third parties responsible, unless this is necessary for purposes strictly related to the initiative in question.

CONSERVATION PERIOD

Your personal data will be retained until the stated purposes have been fulfilled and, in any case, always in full compliance with the terms of retention provided for by law.

RIGHTS OF THE INTERESTED PARTIES

GENESI ELETTRONICA S.R.L. grants you the rights provided for by the stated Regulation in Articles 15 to 22, summarised below. You have the right to:

- I. request access to your personal data and information relating to them, as well as the rectification of inaccurate data or the integration of incomplete data;
- II. request the cancellation of your personal data (upon the occurrence of one of the conditions indicated in Art. 17, paragraphs 1 and 3) or the restriction of their use (Art. 18)
- III. object to the processing of your personal data and withdraw your consent at any time you wish (limited to cases where the processing is based on your consent for one or more specific purposes)
- IV. lodge a complaint with a supervisory authority

Your rights towards *GENESI ELETTRONICA S.R.L* may be exercised by contacting the Data Controller at: marketing@genesi-elettronica.it