



**FEI NATIONS CUP™ JUMPING SOCIAL MEDIA REPORTER SCHEME
(the "Social Media Reporter Scheme")
TERMS AND CONDITIONS**

By applying to be part of the Social Media Reporter Scheme, you agree to be bound by the following terms and conditions:

1. Each entrant must be over 18 to apply for the Social Media Reporter Scheme and must have their own public Instagram and/or Twitter profile. It would be preferable if entrants have an interest in and understanding of equestrian sport and, in particular, Jumping. If the entrant has administration access and authorisation to post on a public Facebook page, this would also be an advantage, however not a requirement.
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2. Entrants must not be an employee or close relation (i.e. spouse, sibling or child) of an employee of the FEI, of an employee of the relevant Organising Committee, or of the FEI's production partner IMG Media Limited.
3. Each entrant must send a message, via Facebook Messenger, to the FEI's Facebook account: <https://www.facebook.com/the.fei/> with a short description (no more than 200 words) in English explaining why they should be a "Social Media Reporter " and clearly identifying the FEI Nations Cup™ Division 1 qualifier event (each a "**Qualifier**") where they propose to report from. Each entrant should also provide links to their social media profiles and their contact details (email address and telephone number).
4. The deadline to apply to be a Social Media Reporter at a Qualifier is 7 (seven) days before the start of the relevant Qualifier. The FEI will review the applications in consultation with the organising committee of the relevant Qualifier (the "**OC**") and will select up to 3 entrants to act as Social Media Reporters at each Qualifier (each a "**Selected Entrant**"), based on the entrants' experience, number of social media followers and quality of the entrants' social profiles. The FEI shall not be under any obligation to select entrants to attend at the Qualifiers. Each Selected Entrant must be available to participate in 1 (one) interview with fei.org and must be available to attend the FEI Nations Cup Jumping Final 2017 in Barcelona, Spain to be held between 28 September – 01 October 2017.
5. The FEI may contact entrants in connection with their application but shall be under no obligation to do so. If the FEI contacts an entrant, the FEI shall reply to the email address/Facebook account used to submit the application. The FEI reserves the right to carry out background checks etc.
6. The Selected Entrants will be provided with accreditation for the relevant Qualifier by the OC and must comply with the conditions of such accreditation at all times.

7. The Selected Entrants will be responsible for the travel and/or accommodation costs and logistics involved in attending the Qualifier and no other fees/expenses will be paid by the FEI.
8. The Selected Entrants will be responsible for ensuring that they have adequate personal and property insurance in place in relation to their attendance at the Qualifier. To the greatest extent permitted by law, the FEI and the OC shall NOT be liable for any damages relating to loss of property or injury of any kind to the selected entrants at or in connection with the Qualifier and the FEI and the OC expressly exclude all such liability. The Selected Entrants are not employees of the FEI or the OC and shall not hold themselves out as employees. The Selected Entrants are not entitled to any payment in relation to their attendance at the Qualifier.
9. Prior to the relevant Qualifier, the Selected Entrants will be provided with a brief and social media guidelines by the FEI and shall act in accordance with the requirements set out in the brief. The Selected Entrants must act in accordance with the instructions of the FEI and/or OC representatives while on site at the Qualifier.
10. The Selected Entrants must use their own equipment (smartphone, camera, computer/laptop) to carry out their social media activities at the Qualifier, using the Wi-Fi connection (if any) available on site at the Qualifier and/or their own 3G/4G connection. The FEI shall not be responsible for ensuring Wi-Fi connectivity.
11. No obscene, indecent or in any other way offensive or illegal content will be considered.
12. Selected Entrants must take care to protect themselves and others, to not take any unnecessary risks or break any laws when creating any content at the Qualifier in particular while taking photos/filming in proximity to horses. Selected Entrants must ensure that they have obtained the consent of the owner of any private property featured in your submitted video.
13. After the FEI Nations Cup™ qualifier in Dublin in August 2017, the FEI will review the social media postings made by the Selected Entrants at the various Qualifiers. The FEI will select up to 3 (three) people from all the Selected Entrants to attend the FEI Nations Cup™ Jumping Final 2017 (the "**Final**") to be held in Barcelona, Spain from 28 September – 1 October 2017 (the "**Final Reporters**"). The FEI will cover the Final Reporters' flight to/from the Finals and their food and accommodation expenses at the Final.
14. The selection of the Final Reporters will be based on the following criteria:
 - Organic reach of posts;
 - Engagement rate;
 - Quality of the posts (text, images, video, GIFs etc.);

- How well the coverage met the brief and guidelines provided by the FEI; and
 - Professionalism on site at the Qualifier.
15. The FEI may, in its sole discretion, choose to award an overall prize to one of the Finals Reporters based on their performance at the Final.
 16. This is not an employment application. The FEI intends to review all applications and material submitted and we will assess each entrant's contribution in accordance with the criteria set out above. If an entrant is selected as a Selected Entrant and/or Final Correspondent, the FEI may use their submissions, name, photograph, likeness, and/or voice in any publicity or advertising relating to the Social Media Reporter Scheme or future promotions without compensation or approval.
 17. The FEI is under no obligation to broadcast, publish or use entrants' contribution/posts in any way. However some contributions submitted may be featured on FEI TV and/ or on the FEI website and / or be shared on third party services such as YouTube, Facebook, Twitter.
 18. If an entrant's contribution/posts are used, the FEI will usually identify the entrant (unless the FEI is asked not to) but for operational reasons this is not always possible.
 19. The FEI anticipates a large number of entries and so unfortunately the FEI cannot enter into any correspondence about individual applications/submissions.
 20. By sharing any contribution (including any text, photographs, graphics, video or audio) with the FEI each entrant grants the FEI, free of charge, permission to use the material or any part of the material in any way and in any media worldwide on a non-exclusive basis.
 21. The FEI has the right to change or edit the material in entrants' contributions for operational and editorial reasons.
 22. By entering and accepting these terms and conditions, each entrant confirms that their contribution is their own original work, is not defamatory or unlawful and does not infringe anyone else's rights (including privacy rights) or national laws and that it complies with these terms.
 23. Any personal information to the FEI shall be subject to terms set out in the FEI's Privacy and Cookies Policy which can be accessed at: http://www.fei.org/system/files/FEI_App_Privacy%20Policy.pdf . The FEI will keep personal information secure and will only use it for the purposes specified in these Terms and Conditions and the Privacy and Cookies Policy.
 24. The FEI's decisions in terms of the selection of the Selected Entrants and the Final Reporters are final and the FEI reserves the right to change, amend or cancel any of these terms or any other part of this Social Media Reporter Scheme at any time at the FEI's sole discretion. Updates to these Terms and Conditions shall be published here.