TERMS & CONDITIONS
Maasmechelen Village – "Private Sale - fall/Winter - Win back your shopping budget - Unlock the vault"

Article 1

The competition, "Private Sale - fall/Winter - Win back your shopping budget - Unlock the vault", hereafter the "Competition", is organised by VR Maasmechelen Tourist Outlets BV ("the Promoter"), with registered office at Zetellaan 100, 3630 Maasmechelen, Belgium and registered with the Crossroad Bank of Enterprises (Kruispuntbank der Ondernemingen) under the number 0465.707.490. The Competition starts on 23-10-2026 at 11h00 and finishes on 11-11-2026 at 19h00. ("the Competition Period")

Article 2

All physical persons can participate in the Competition on the condition that they are at least 18 years old and participate as private citizens. Employees of VR Maasmechelen Tourist Outlets BV, its affiliated companies, members of their family in the first and second line as well as employees of our marketing partners involved in this Competition, are not allowed to participate.

Article 3

In order to participate, you have to complete the following steps during the Competition Period

1. Be or become a member of Maasmechelen Village.
2. Buy and scan your Membership code at least in one boutique during the Competition Period
3. After having met the conditions, you will receive a push notification on your mobile phone.
4. Show this notification at the activation desk which needs to be scanned out as a reward by a Coniq device.
5. Answer one of the competition questions correctly:
    a. Which famous Belgian landmark is located in Brussels and Maasmechelen Village?
    b. How many membership levels does the Maasmechelen Village membership programme have?
    c. Which brand is known for its jeans and red label?
    d. What do you need to do to earn rewards in the Maasmechelen Village membership programme?
6. Is you answered the question correctly, you get 1 chance to enter a 4-digit code of the safe.
7. If the safe doors open, you win your shopping budget of that day in the form of a Maasmechelen Village Gift Card with a maximum value of €5000

Article 4

Every participation with an invalid Membership account or wrong personal details given with the creation of a new Membership account will be null and void.

Maximum one Membership account per participant and maximum one participation per Membership account. An incorrect reply to the competition question will count as the participation.

Article 5

During the Competition Period, the following prize(s) can be won

- One Maasmechelen Village Gift Card, with a maximum value of €5000 and limited to the amount spend as per article 6 below.

Article 6

The prize(s) as mentioned in Article 5 will be awarded to the winner(s) the same day the Participant was able to open the safe and must be redeemed the same day at the Maasmechelen Village Concierge Services.

The winner is required to present themselves to the host at the Maasmechelen Village Concierge Services on the day on which the prize(s) is/are won. Only purchases made on that day for which the winner's Membership Code has been scanned will counttowards the total amount spent that day and will be verified by the host at the Maasmechelen Village Concierge Services. Upon verification, the total amount spent on that day, up to a maximum of €5,000, will be loaded onto a Maasmechelen Village Gift Card.

Article 7

Any attempt at fraud will be sanctioned with immediate exclusion of the participant.

Article 8

The prize is personal and not transferable. It cannot be exchanged in any way, not even against its monetary value.

Article 9

In the event that the winner does not fulfil the criteria stipulated in these regulations, the prize will not be awarded and will remain the property of the Promoter.

Article 10
The Promotor reserves the right to publish the name of the winner and his/her prize online at www.MaasmechelenVillage.com and the social media pages (Facebook,Twitter and Instragram) of Maasmechelen Village, without any further compensation to the winner. By participating in the Competition, participants expressly agree to the publication of their details.

Article 11

The participants agree to having their identity checked and for their stated address to be compared against their national identity card. Every false declaration of identity or address will lead to the immediate exclusion of the participant.

Article 12

Participation in the competition implies knowledge and acceptance of the characteristics and limitations of the Internet, specifically as regards to technical performance, the risk of interruption, and, more generally, the risks inherent to any connection and transmission over the Internet, the absence of protection of certain data against possible diversions and the risk of infection by viruses on the network.

The Promoter in no event can be held liable among others for:

- Transmissions over the Internet
- Malfunction of the Internet and/or software used
- The consequences of viruses, bugs, anomalies, technical defects
- Any technical, hardware or software malfunctions of any kind.

The Promotor cannot be held liable for any direct or indirect damage resulting from an interruption, any dysfunction, exclusion of participants or the termination of the competition for whatever reason. This also applies to any direct or indirect damage which may arise from a connection to this site.

Every participant must take all necessary measures to secure his own data and/or software on his computer equipment and/or his site against any attack.

The connection with the site of the Promoter and participation in the competition are the sole responsibility of the participants. Nor can the Promoter be held responsible if the present competition has to be changed, cut short or cancelled due to force majeure or for reasons beyond its control.

The Promoter reserves the right to determine whether the rules have been respected, specifically to exclude any participant who has abused the rules.

During the competition any additions or, in case of force majeure, changes can be published after notification by the Promoter. They will be considered as appended to these rules.

Article 13

The Promoter reserves the right to change, extend or even completely cancel the Competition due to events that are entirely beyond its control. The Promoter cannot be held liable if the Competition has to be interrupted, delayed or even cancelled due to reasons beyond its control.
Any case that is not expressly provided for in these rules will be decided by the Promoter whose decision is final.

Article 14
The participant accepts that the non-mandatory regulation of book 6 of the Belgian Civil Code is for as much as legally possible excluded and that thus both parties renounce for their own part, their staff and the persons or entities with which they deal, without reservation, any recourse they may have against the other party, their employees, their staff or other persons or entities subcontracted by them or any other representative, by virtue of the articles off the non-mandatory regulation of book 6 of the Belgian Civil Code.

Article 15

By participating in this Competition, the participant acknowledges acceptance of these Terms & Conditions.

Article 16

By participating, you are required to have an active Membership account. These personal data will be processed for awarding the prize and contacting the winner. The provision of these personal data is required for the execution of the Competition in which the participant is involved. The entry that has won the Competition with mention of the name shall be shared on social media of Value Retail. The winning participant agrees with this in the manner as determined in the competition form. Value Retail is the data controller of these personal data.

For details regarding this processing, please read the Membership Privacy Notice:
Membership Privacy Policy | Legal | Maasmechelen Village (thebicestercollection.com)

• via email: MMV-Legal@valueretail.com.;
• via fax: +32 (0) 89/77 40 20;
• via mail: Maasmechelen Village, Zetellaan 100, 3630 Maasmechelen