

Terms and Conditions

1. What is the Project all about?

“The Most Important Postcard You’ll ever write” is a campaign to raise awareness on pulmonary fibrosis. This is a joint project of Rainbow Against Borders (RAB)¹ and Boehringer Ingelheim (BI) Singapore Pte. Ltd.² for the Pulmonary Fibrosis Awareness Month.

The campaign is managed by a third-party vendor, Apraxa Travel & Events Sdn. Bhd. (Apxara).³

2. Rules regarding submission of Entries

- a. Any person living in Malaysia and Singapore can send a postcard entry. This may include:
 - People living with pulmonary fibrosis or interstitial lung disease
 - A caregiver or healthcare professional of people with pulmonary fibrosis or interstitial lung disease
- b. The postcard may state words of encouragement or advice to people living with, caregivers or healthcare professionals of pulmonary fibrosis. A postcard “Entry” can be a written message on the e-postcard and/or video recording of the sender speaking the message.
- c. In submitting an Entry, the sender:
 - warrants that he/she is who he/she purports to be;
 - that he/she has authority/consent of the person to whom the message is dedicated (*Please note that the person may not want the whole world to know that he/she has a particular disease*)
- d. The sender is not entitled to any compensation or remuneration.
- e. All entries are to be sent to Apxara, through its mail box: PFAM21@apxara.com.

3. Who owns the entries submitted?

The entries submitted will be co-owned by and Rainbow Across Borders (RAB) and Boehringer-Ingelheim (BI). RAB and BI will use the Entries for disease awareness purposes and not for promotion of any product(s).

4. To whom shall the entries be shared?

- The Entries will be shared to BI and RAB.
- BI and RAB shall have the right to the Entries and can use such Entries where available in print, presentations and online together with your name and location for public relation and promoting BI and RAB and its activities.
- Using the Entries in print and online means that BI and RAB can (but does not have to) use them worldwide and without limitation in any print materials and anywhere online, e.g. on BI’s and/or RAB’s websites, intranet, official social media channel (e.g. Facebook, Twitter, Instagram, YouTube), in company videos, press releases, image brochures, in presentations and promotions.
- Please note that the Entries can possibly be downloaded, stored and used by third parties worldwide once used on the internet or social media.

5. How do we protect your personal data?

All partners in this project have their respective Data Protection Policies⁴ to protect your personal data. A Data Processing Agreement has been also signed with the Apxara to ensure adequate organizational and technical measure are in place to protect your personal data. APxara’s Data Protection Policy is can be accessed here:

<https://www.aaviworldwide.com/privacy-policy>

6. Who to contact in case there are questions?

Questions about this campaign may be sent to PFAM21@apxara.com.

¹ Rainbow Across Borders is a Patient Organisation (PO) with the primary purpose of engaging in advocacy for more inclusive social policies, energizing awareness of the needs of families of patients who battle chronic or life-threatening illnesses, empowering patient support organisations, and enabling access to information on optimal treatment options, care and support for chronically ill patients and their families. RAB is located at 60 Tessensohn Road #02-1A, Civil Service Club, Singapore 217662.

² Boehringer Ingelheim Singapore Pte. Ltd (BI), as a research-based pharmaceutical company communicates and engages with various stakeholders, provides and obtains scientific and educational information and knowledge, and supports medical research and education, in compliance with applicable laws and regulations. It is located at 300 Beach Road #37-00 The Concourse, Singapore 199555

³ Apxara is an independently owned events management agency headquartered in Kuala Lumpur, Malaysia. VSQ @ PJ City Centre, Unit 5-11-02, Jalan Utara, Bandar Petaling Jaya, 46200 Petaling Jaya, Selangor, Malaysia. Tel: +603 7665 6068 Email: askaavii@aaviworldwide.com

⁴ For BI’s Data Privacy Policy, please visit: [Privacy | boehringerone.com](https://www.boehringerone.com). For RAB’s Data Privacy Policy, please visit: [\[20+\] Rainbow Across Borders | Facebook](https://www.rainbowacrossborders.com).