

REGLEMENTATION OF THE DATA QUALITY CONTEST

Article 1 – Organisation

The "Data Quality Contest", hereafter the "contest", is organised by GS1 Belgium & Luxembourg asbl (BE0418233415), with its registered office located at Galerie Ravenstein 4B10, 1000 Brussels.

These rules outline in particular the terms and conditions for participation in the contest and its conduct. The simple fact of taking part in the contest implies full acceptance by the participant of all terms and conditions of these contest rules.

Article 2 - Period

The contest runs from 19/06/2023 to 16/09/2023 inclusive.

Article 3 – Rules of the game

This contest is open to any supplier who uses My Product Manager to create and share master data and who has registered for the contest by filling in the [registration form](#).

The competition is divided into different 'disciplines' with the following actions to be taken:

- **Swimming:** Have 100% data quality by 16/9/2023 (minimum requirement to participate in the other disciplines). This score is based on the validation rules of My Product Manager and is available in the PowerBI report that is accessible in My Product Manager.
- **Cycling:** For each GTIN with a minimum of 1 image, you will receive an extra point (1 point/GTIN). This score is based on the PowerBI report that is accessible in My Product Manager. For FMCG & Foodservice, you must provide a packshot. For other sectors, a product image is sufficient.
- **Running:** For every GTIN for which the packaging attributes are filled in, you'll receive an extra point (1 point/GTIN). This score is based on the PowerBI report that is accessible in My Product Manager and it concerns the following attributes: Packaging type, packaging description, packaging material, and quantity of packaging material.
- **Relaxation:** For every GTIN that no longer has warnings, you'll receive an extra point (1 point/GTIN). This score is based on the PowerBI report that is accessible in My Product Manager.

To give all companies the chance to win, there are categories for different company sizes:

- **Sprint:** Companies with <10 GTINs
- **Mini-Sprint:** Companies with 10 - 50 GTINs
- **Olympic:** Companies with 51 - 500 GTINs
- **Half-Ironman:** Companies with 501 - 2500 GTINs
- **Ironman:** Companies with >2500 GTINs

The points are calculated by percentage. For example, a company with 1000 GTINs that has correctly filled in 500 GTINs for packaging attributes and 400 GTINs for packaging images will receive 0.9 points (0.5 points for the packaging attributes and 0.4 points for the packaging images).

Article 4 – Winner & prizes

For every company that participates, GS1 Belgium & Luxembourg will donate €5 to River Clean-Up. GS1 Belgium & Luxembourg will double this amount for every company that achieves 100% data quality.

To participate in the disciplines, the participant must first achieve 100% data quality (swimming). Afterward, the participant can receive points for the other disciplines. The winner is the company with the highest number of points, combined for the two disciplines, in its category. In the event of an ex aequo, the company with the greatest growth in data quality will win.

The winner of each category will receive a gift package. Maximum 1 prize per supplier.

The winners will be notified by email on 25/09/2023 and will be published on the [contest webpage](#) and the LinkedIn page of GS1 Belgium & Luxembourg.

Article 5 – Exclusion

GS1 Belgium & Luxembourg may at any time exclude a person from participation in the contest if that person does not meet the conditions for participation as described in Article 3.

Article 6 - Force majeure

If a legal or structural change, force majeure or any other change beyond the control of GS1 Belgium & Luxembourg occurs and prevents the continuation or balance of the action or modifies one of its essential components, GS1 Belgium & Luxembourg will be relieved of any obligation.

Article 7 - Modification of the contest

The organisers of the contest reserve the right to modify the contest or its conduct if unforeseen circumstances or circumstances beyond their control justify it. They shall not be held responsible if, due to circumstances beyond their control, the contest has to be interrupted, postponed or cancelled.

Article 8 – Personal data

The personal data that GS1 Belgium & Luxembourg collects in the context of this contest will not be passed on to third parties. The email addresses we receive are never sold or given to third parties and personal data will be treated in accordance with the privacy policy (available via [Privacy Policy | GS1 Belgium & Luxembourg \(gs1belu.org\)](#)). We comply strictly with the General Data Protection Regulation (GDPR).

Article 9 – Copy of the rules

These rules are available on request from marketing@gs1belu.org