

Privacy Policy – Euro-effie.com

About The EURO EFFIES®:

The EURO EFFIES Award exists to provide information regarding effectiveness and results in marketing communications. Its main priority is to educate and share with the industry (and all interested parties) its knowledge and definition of effectiveness by spotlighting great ideas that work and encouraging thoughtful dialogue about the ever-changing world of marketing communications.

Mission: To recognize, educate and encourage effectiveness among the marketing communications industry.

About the EURO EFFIES Award

The EFFIE award was introduced in 1968 by the New York American Marketing Association and today the EFFIE celebrates effectiveness worldwide with global, regional and more than 40 national Effie programs. For more details, visit www.effie.org. Introduced in 1996 to reward advertising that builds brands across borders, the EURO EFFIES were the first pan-European advertising awards to be judged on the basis of effectiveness.

Today, EFFIE honours the most significant achievement in marketing communications: **ideas that work**.

The **goal of marketing communications** is to help marketers achieve their marketing objectives. The philosophy behind the EURO EFFIES is that commercial communications should be recognised for their ability to achieve those objectives, beyond any reasonable doubt and for their important role in marketing.

Known by advertisers and agencies globally as the pre-eminent award in the industry, the EURO EFFIES recognize any and all forms of marketing communication that contribute to a brand's success. Any marketing medium is eligible for the EURO EFFIES, as long as results are proven, including Print, TV, Radio, Outdoor, Internet, Guerrilla, Digital, Events, Street Teams, PR, Paid or Unpaid Media. Winning a EURO EFFIE has become an international symbol of achievement.

Refund Policy:

The EURO EFFIES issue refunds only when the submitting/ordering company has overpaid or been incorrectly charged.

Entrants: Please thoroughly review all the information regarding how to enter and campaign eligibility, etc. for the EURO EFFIES competition, available in the **EURO EFFIES On-line Tutorial**. Entries that do not adhere to the requirements will be disqualified and fees will not be refunded. EURO EFFIES reserves the right to refuse any entry at any time.

Companies ordering the EURO EFFIES materials or attending the EURO EFFIES AWARDS Gala: Please review the details on the order form or event attendee registration form before making a payment.

Privacy Policy:

The following explains how we gather and use information you have given us. This policy may change over time. Any changes will be posted at this location and will be effective when posted. Your use of this site constitutes your acceptance of this policy.

Publishing Policy:

Entries that become Finalists and Winners in the EURO EFFIES Awards Competition will be showcased in various ways. Publication is at the sole discretion of the EURO EFFIES. Work submitted must be original and you must have secured rights to submit it.

Creative Materials & Case Summary:

The creative material and case summary you enter into the competition becomes the property of EURO EFFIES and will not be returned.

By entering your work in the competition, EURO EFFIES is automatically granted the right to make copies, reproduce and display the creative material & case summaries for education and publicity purposes.

EFFIE Case:

In addition to the above, the EURO EFFIES offer entrants the opportunity to have their written case published on the EURO EFFIES website, partner websites, and / or other publications as approved by the EURO EFFIES.

We respect that entries may have information deemed confidential by the client.

Entrants can indicate whether or not they grant permission for their written case to be published.

Cookies:

This site uses "cookies," certain small pieces of information stored on your computer when you visit this site and sent back to this site when you visit again. Cookies give us information about how our site is used and what pages are visited. Cookies also enable you to instruct your computer to remember passwords. You have the option of setting your browser to reject cookies and still use the EURO EFFIES website; however, doing this could hinder the use of some features of our site.

Third Parties:

When you pay to enter your case, or EURO EFFIES Awards item online, a third party must verify your credit card information. This third party is a secure, online credit card processing corporation which is authorized to process credit cards and who uses the data supplied solely to process your order.

When you buy something that will be shipped to you (EFFIE trophy, etc.), the shipper receives your contact information for the limited purpose of shipping.

Links to other web sites:

The EURO EFFIES website contains links to other websites. EURO EFFIES is not responsible for the practices or content of these websites. Please refer to these websites for their policies.

Contact Information:

If you have any questions about the practices of this site, or your dealing with this website, you can contact us at effie@eaca.be or call us at +32 2 740 07 12.