

SUNRISE Photo Contest – “Student Life”

Organizer:

The contest is organized by the SUNRISE Alliance Student Council (SASC), in cooperation with the Student Union of Mälardalen University (MDSU) (hereinafter: the “Organizer”).

The Student Union of Mälardalen University acts as the formal organizing entity and data controller, while the SASC is responsible for coordination and communication on behalf of the SUNRISE Alliance.

Address: Gustavsborgsgatan 6, 722 18 Västerås, Sweden

Contact email: ordforande@mdsu.se

1. Purpose

The purpose of the contest is to celebrate and showcase student life across SUNRISE campuses through student photography.

2. Eligibility

Open to students enrolled at SUNRISE partner institutions. Participants must be at least 18 years old.

Employees involved are excluded.

3. Contest Period

Start: 20 March 2026, 12:00 CET

Deadline: 20 April 2026, 12:00 CET

Winner announcement: end of April 2026.

4. How to Enter

Post a photo on Instagram. Include one hashtag:

#students_of_sunrise_MDU

#students_of_sunrise UITM

#students_of_sunrise_UNIBZ

#students_of_sunrise_TUIL

#students_of_sunrise UTC

#students_of_sunrise_EUC

#students_of_sunrise_UNIVPM

#students_of_sunrise_UNMO

#students_of_sunrise_IPVC

Tag [@sunrise.alliance](https://www.instagram.com/sunrise.alliance)

Accounts must be public.

Rules available via link in Instagram bio.

5. Content Requirements

Submitted photos must be original works created by the participant, fit the theme “Student Life”, and must not infringe any third-party rights.

By submitting a photo, the participant confirms that they are the sole author and owner of all rights to the submitted content.

The following content is prohibited and will result in disqualification:

- illegal content,
- hateful, discriminatory, or offensive content,
- pornographic or explicit material,
- content violating applicable laws or third-party rights.

Entries including explicit content, excessive alcohol consumption, or inappropriate behavior will not be considered.

The Organizer reserves the right to disqualify any participant who violates these Rules or submits content that is inappropriate, offensive, or not aligned with the spirit of the contest. Photos must be original and lawful. By submitting, the participant confirms they are the author and rights holder.

All intellectual property rights remain with the participant.

The participant agrees to indemnify and hold harmless the Organizer from any claims arising from violation of third-party rights.

Organizer may disqualify violations.

6. People in Photos and Image Rights

Participants confirm they have obtained all necessary consents from identifiable persons and that the image complies with GDPR and applicable laws.

The participant bears full responsibility. The Organizer is not liable for claims arising from lack of permissions.

7. Judging

Entries judged by a jury appointed by the Organizer based on creativity, originality, relevance, and quality.

The contest is skill-based and does not involve randomness.

The jury’s decision is final.

8. Prizes

The winning student will be offered a trip to the SUNRISE Summit in Västerås, Sweden (May 2026), including travel and accommodation.

If the winner is from Sweden, an alternative prize will be offered: a trip to Science Night in Ilmenau, Germany (June 2026), including travel and accommodation.

Prizes are funded by partner universities. Taxes are handled according to applicable national laws.

9. Winner Notification

Winners will be contacted via Instagram Direct Message.

The Organizer will make reasonable efforts to contact the winner.

To claim the prize, winners must:

- respond within 5 calendar days from the date of notification,

- provide a high-resolution original file,
- sign the required Winner License & Consent Form.

Failure to respond within the specified period may result in forfeiture of the prize and selection of an alternative winner.

10. Partner Universities

Partner universities fund and deliver prizes to their affiliated winners.

11. Rights & License

Participants grant a non-exclusive, worldwide, royalty-free license for contest-related use. Extended use requires separate agreement.

12. Data Protection (GDPR)

The Organizer acts as the data controller.

Personal data is processed on the basis of the participant's consent and solely for contest administration.

Data may be shared with relevant partner universities for prize delivery.

Participants have rights to access, rectify, erase, restrict processing, and lodge complaints with a supervisory authority.

Data will be retained only as long as necessary for contest purposes and legal obligations.

13. Disclaimer

This contest is not sponsored, endorsed, administered by, or associated with Instagram or Meta.

Participants acknowledge that they provide their information to the Organizer and not to Instagram/Meta.

14. Acceptance

Participation equals acceptance of these Rules.

15. Governing Law

Swedish law applies. Disputes subject to Swedish courts.

16. Complaints

Complaints via email within 14 days. Organizer responds within 14 days.

17. Liability

Organizer not liable for technical issues, lost submissions, or damages resulting from participation.

Issued by:
Student Union of Mälardalen University (MDSU)
on behalf of SUNRISE Alliance Student Council (SASC)

Date: 19 March 2026