

Aboriginal Culture Postbox Circuit Rules

To promote the legacy and beauty of aboriginal culture, Chunghwa Post has invited Mr. Lavuras.matilin to paint 16 Aboriginal Culture Postboxes, featuring tribal symbols, totem imagery, and scenic features, for installation in the corresponding tribes' villages. These special postboxes are not just for sending mail; they will also become new tourist attractions. We sincerely invite you to participate in the activity, not just for the wonderful excuse to visit every tribal area in Taiwan, but also to visit every special postbox to collect your stamp, send postal cards, and take a photo and check in, in hopes of winning the top prize! Here are the rules of this promotion:

I.Dates: Jan 1, 2017 to Nov 30, 2017

II.Eligible participants: Locals and visitors from abroad are all welcome to participate in

III.Activities:

A. Stamp task

1. Travel to any Aboriginal Culture Postbox site to obtain the stamped letter sheet.
2. The Top 5 who complete the following 3 required tasks before March 1, 2017 will get US\$1,500 gift certificate for a plane ticket abroad. (The Top 5 are recognized by the comment order on "Chunghwa Post" FB Page.)

Task 1: Collect all 16 official stamps on the stamped letter sheet.

Task 2: Travel to 16 Aboriginal Culture Postboxes sites, then open your FB Live, making sure to set the edit privacy to Public. The Live video must show the postbox and you, and speak " This is Aboriginal Culture Postbox Circuit. I am + (your name). The postbox + (postbox name) is next to me. Welcome to join the activity."

Task 3: Complete the two tasks, then leave a comment “I have already completed all the tasks” with uploading your stamped letter sheet photo below the post of “Aboriginal Culture Postbox Circuit” in “Chunghwa Post” FB Page. And mail your stamped letter sheet to the Chunghwa Post Co., Ltd., Department of Public Affairs, Integrated Marketing Section before March 1, 2017 (subject to the postmark).

Remarks: The winners of the Stamp task will not be allowed to participate in the Stamp raffle.

B. Stamp raffle

1. Travel to any Aboriginal Culture Postbox site to obtain the stamped letter sheet.
2. Those who collect all 16 official stamps on their stamped letter sheet and mail it back before November 30, 2017 (subject to the postmark) will be eligible to participate in the December 8 raffle. Each person is permitted to win a prize at most once.
3. Announcement of winners: Within 5 days after the raffle, results will be announced on the Chunghwa Post official website.

4. Prizes:

Prize	Winners	Description
First prize	10	NT\$20,000 PostMall gift certificate & Limited edition gift
Second prize	10	NT\$15,000 PostMall gift certificate & Limited edition gift
Third prize	10	NT\$10,000 PostMall gift certificate & Limited edition gift

Prize redemption: All prize winners will be notified by mail to collect their awards from the Chunghwa Post Co., Ltd.

B. Postal card raffle

1. At any Aboriginal Culture Postbox site or at an airport information desk, obtain one Aboriginal Culture Postbox postal card, write on the postal card **“The warmth of a written word, the sincerity of a mailed letter”** along with the participant’s name, mailing address and phone number, affix sufficient postage, stamp the postal card at any Aboriginal Culture Postbox with the corresponding stamp, mail it to the Chunghwa Post Co., Ltd., Department of Public Affairs, Integrated Marketing Section (address: No.55, Sec. 2, Jinshan S. Rd., Da’an Dist., Taipei City 10603, Taiwan), and your name will be entered in the raffle. Each person may win at most one prize, and a postal card that wins no prize may not be used in raffles for any later phase.

2. Phase activity deadlines and raffle dates

Phase 1: Those who mail their postal card before May 31, 2017 (subject to the postmark) will be eligible to participate in the June 8 raffle.

Phase 2: Those who mail their postal card before November 30, 2017 (subject to the postmark) will be eligible to participate in the December 8 raffle.

3. Announcement of winners: Within 5 days after the drawing, results will be announced on the Chunghwa Post official website.

4. Prizes:

Phase 1		
Prize	Winners	Description
First prize	20	NT\$2,000 PostMall gift certificate

		& Limited edition gift
Second prize	30	NT\$1,000 PostMall gift certificate & Limited edition gift
Third prize	50	NT\$500 PostMall gift certificate & Limited edition gift
<p style="color: red; text-align: center;">Prize redemption: Other than the first prize winners, who will be notified by mail to collect their awards from the Chunghwa Post Co., Ltd., all other awards will be mailed to their winners.</p>		

Phase 2		
Prize	Winners	Description
First prize	20	NT\$2,000 PostMall gift certificate & Limited edition gift
Second prize	30	NT\$1,000 PostMall gift certificate & Limited edition gift
Third prize	50	NT\$500 PostMall gift certificate & Limited edition gift
<p style="color: red; text-align: center;">Prize redemption: Other than the first prize winners, who will be notified by mail to collect their awards from the Chunghwa Post Co., Ltd., all other awards will be mailed to their winners.</p>		

C. “Chunghwa Post” FB Page Check-In Promotion

1. At any Aboriginal Culture Postbox, complete the required task (take a photo with the postbox, choose the corresponding location, and upload

your photo as you check in to the Facebook Page on the activity Post) and your name will be entered in the raffle.

2. Phase deadlines and raffle dates

Phase 1: Those who complete the task between January 1 to February 15, 2017 will be eligible to participate in the February 22 raffle.

Phase 2: Those who complete the task between July 1 to August 15, 2017 will be eligible to participate in the August 22 raffle.

3. Announcement of winners: Results will be posted on the “**Chunghwa Post**” FB Page from February 24 to August 25, 2017.

4. Prizes:

Phase 1		
Prize	Winners	Description
First prize	20	NT\$2,000 PostMall gift certificate & Limited edition gift
Second prize	30	NT\$1,000 PostMall gift certificate & Limited edition gift
Third prize	50	NT\$500 PostMall gift certificate & Limited edition gift
Prize redemption: Other than the first prize winners, who will be notified by mail to collect their awards from the Chunghwa Post Co., Ltd., all other awards will be mailed to their winners.		

Phase 2		
Prize	Winners	Description
First prize	20	NT\$2,000 PostMall gift certificate

		& Limited edition gift
Second prize	30	NT\$1,000 PostMall gift certificate & Limited edition gift
Third prize	50	NT\$500 PostMall gift certificate & Limited edition gift
<p style="color: red; text-align: center;">Prize redemption: Other than the first prize winners, who will be notified by mail to collect their awards from the Chunghwa Post Co., Ltd., all other awards will be mailed to their winners.</p>		

IV. Tax Regulations:

For winners who are residents of Taiwan or for-profit organizations with a presence in Taiwan, all who win a prize valued at more than NT\$1,000 or prizes whose total values exceed NT\$1,000 over the course of the year, Chunghwa Post shall issue to this person or organization a Miscellaneous Income Withholding Voucher. For winnings (or value thereof) exceeding NT\$20,000, the winner shall first pay an opportunity winnings tax of 10% (if the winner is not a resident of Taiwan or is a for-profit organization without a presence in Taiwan, the tax is 20% of the winnings/value), before collecting the prize(s). Refusal to pay this tax will forfeit the winner's right to collect the prize(s). As required by Taiwan income tax law, winners shall declare the value of the winnings in their income tax statement.

V. Miscellaneous:

- A. Chunghwa Post (the Post) may revoke the participant's right to redeem prizes for those who submit false information making it impossible for the Post to

notify them or deliver their prize, or who violate the rules of this raffle.

- B. Prizes are awarded on an “as is” basis, and participants may not request equal-value substitutes for prizes or cash equivalents, nor may they request specific gift styles; the Post reserves the right to change prizes.
- C. The Post has the right to change or modify this raffle; apart from announcements on the raffle webpage, there will be no other notifications.
- D. Matters not covered here will be interpreted and handled subject to the Post’s regulations.

VI. Privacy statement















- A. During this promotion, the Post’s use of all personal data (names, telephone numbers, contact addresses, email addresses, etc.) for collection, processing, or other uses will be founded on respect for the participants of this promotion, and will conform to the Personal Information Protection Act of the ROC.
- B. The personal data of the participants in this promotion will be used only in digital form or on paper, within Taiwan, for the Post to conduct the promotion. The Post will not provide this data to third parties. This data will be kept from the time the participant first provides it until six months after the raffle.
- C. In keeping with the Personal Information Protection Act, the participant may send a written request to Chunghwa Post Co., Ltd., Department of Public Affairs, Integrated Marketing Division (No. 55, Sec. 2, Jinshan S. Rd., Da’an Dist., Taipei City 10603, Taiwan) to exercise any of the following rights with respect to his or her personal data:
 - 1. Search or review the personal data provided by the participant
 - 2. Request a printed copy of the personal data provided by the participant













3. Supplement or alter the personal data provided by the participant
 4. Request the Post to cease collecting, processing and otherwise using the personal data provided by the participant
 5. Request the Post to delete the personal data provided by the participant
- D. The participant may choose whether to provide personal data; if he or she chooses not to provide this data, or provides incomplete data, then he or she will be unable to participate in this promotion.
- E. Participation in this promotion and submitting personal data will be seen as understanding and accepting the above terms, and thus agreeing to allow the Post to collect, process and otherwise use the personal data provided by the participant for use as evidence for the raffle, notifications, and prize collection and delivery.








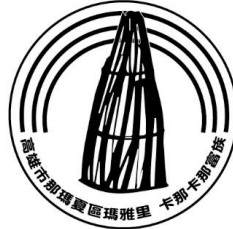
VII. Organizer: Chunghwa Post Co., Ltd.

Co-organizer: China Airlines

Location of Stamp Collecting & Postal card Obtaining

Postbox name		Stamp	Stamp location
Amis	 		Changbin Township Office, Changbin Township, Taitung County
Atayal	 		Nan'ao Post Office, Nan'ao Township, Yilan County
			Jianshi Post Office, Jianshi Township, Hsinchu County
Paiwan	 		Taiwu Township Office, Taiwu Township, Pingtung County
			Shizi Township Office, Shizi Township, Pingtung County
Bunun	 		Haiduan Post Office, Haiduan Township, Taitung County

Postbox name	Stamp	Stamp	Stamp location
Puyuma			Beinan Township Office, Beinan Township, Taitung County
Rukai			Wutai Township Office, Wutai Township, Pingtung County
Tsou			Leye Agency, Leye Village, Alishan Township, Chiayi County
Saisiyat			Nanzhuang Century Post Office Agency, Nanzhuang Township, Miaoli County
Tao			Lanyu Post Office, Lanyu Township, Orchid Island, Taitung County
Thao			In front of Yidashao Tourist Information Center, Yuchi Township, Sun Moon Lake, Nantou County

Postbox name	Stamp	Stamp	Stamp location
Kavalan			Fongbin Post Office, Fongbin Township, Hualien County
Truku			Tianxiang Post Office, Tianxiang Scenic Area, Xiulin Township, Hualien County
Sakizaya			Hualien Guo-An Post Office, Hualien City
Seediq/Sediq /Seejiq			Renai Township Office, Renai Township, Nantou County
Hla'alua			Lesser Entrance of Xingzhong Elementary School, Taoyuan District, Kaohsiung City
Kanakanavu			Namasia Township Aborigines Museum, Namasia District, Kaohsiung City

Stamping times: Open all day

Description of Facebook Check-In Activity

1.This promotional activity is conducted using posts and photos: below the post, leave a message with a photo, using the @friend function.

➤ Activity rules:

- (1) First “Like” the “**Chunghwa Post**” FB Page as well as the relevant post.
- (2) Then, take a photo at any any Aboriginal Culture Postbox and check in on FB, making sure to set the edit privacy to Public and choosing the corresponding location. After checking in, get a screenshot of the post.
- (3) Below the post, leave a comment with your check-in screenshot, and tag 3 friends. Comment: ... is my favorite postbox. @friend1 @friend2 @friend3 Come and do the Taiwan postbox circuit!

2.Sample:

