

## **'#letsrockESADEMSc' CONTEST RULES**

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### **1. ORGANIZING INSTITUTION**

This promotional activity, called '#letsrockESADEMSc', is organized by Fundació ESADE, holder of tax ID No. (CIF) G-59716761 and with registered office at Avenida Pedralbes, 60-62 08034 (Barcelona).

### **2. GEOGRAPHICAL SCOPE**

This promotion is applicable throughout Spain.

### **3. DURATION**

The period of the promotion will last from 20<sup>th</sup> September 2016 to 23<sup>rd</sup> September 2016 inclusive.

### **4. PURPOSE AND PROCEDURE OF THE CONTEST**

To participate in the contest, you must post a photograph depicting the ESADE MSc Welcome Week experience on Instagram using the hashtag '#letsrockESADEMSc'.

The 26<sup>th</sup> of September the ESADE Social Media Team will choose the photo that describe best the ESADE MSc Welcome Week experience.

ESADE's Social Media Team will post the winning photo and notify the winner via private message, explaining the steps the winner must take in order to claim his/her prize.

## 5. CONDITIONS FOR PARTICIPATION

The contest is open to any participant in the ESADE MSc Welcome Week activities.

By posting a photo to Instagram with the hashtag '#letsrockESADEMSc', anyone meeting the aforementioned criteria will automatically be assigned the status of participant. Participants must indicate their name, surname(s), nationality and address by email, phone or other communication channel.

Participation in the promotional activity is free and shall not entail any cost to the participant, whether directly or via phone calls, text messages or any other electronic, computerized or remote means subject to an additional fee.

## 6. PRIZE

The prize will be an ESADE hoodie.

The winner may refuse the prize, but under no circumstances may it be exchanged for a different prize or its cash value.

The results of the contest will be announced through ESADE's social networks, and the winner will be notified by means of a direct message on Instagram. If, after one month, we have received no reply to our messages requesting an email address, the winner will forfeit the prize.

## 7. ACCEPTANCE OF THE RULES

Participation in the contest through the posting of a photo to Instagram with the hashtag '#letsrockESADEMSc' will suffice for the author to be considered a participant and will entail the express and unconditional acceptance of these rules, as well as of Fundació ESADE's criteria regarding the resolution of any questions arising in relation to the promotion.

## **8. INTELLECTUAL PROPERTY AND IMAGE RIGHTS**

By participating, the authors authorize the publication of their name and status as an ESADE group member along with the photograph.

Participation in this contest entails the assignment to Fundació ESADE of the rights of reproduction, distribution, public communication and transformation of the submitted photos provided for under current intellectual property law, by any means, worldwide and for the maximum period established by law, authorizing the use thereof in any form, medium or format and by means of any technical procedure.

The winners and participants in the promotion expressly authorize Fundació ESADE to reproduce, use and publish their name, surname(s), image and any other information provided in any advertising and/or promotional activity related to the promotion via any medium, including the Internet, and to publish photographs of the winners on the website, without such actions entitling them to compensation or benefits of any kind except for the prize awarded in accordance with these rules.

Participants assign to Fundació ESADE, without limitations, all rights and images to which they may be entitled due to their participation in and contribution to the contest.

At all times, the aforementioned rights will be assigned free of charge.

## **9. TAXATION**

The prizes for this promotion will be subject to the tax law in force at any given time and, in particular, to the provisions of both Spanish Law 35/2006, of 28 November, regulating Personal Income Tax, and Spanish Royal Decree 439/2007, of 30 March, approving the Income Tax Regulations, and any other similar provisions issued in the implementation thereof that may apply.

## **10. RESERVATIONS AND LIMITATIONS**

Fundació ESADE reserves the right to change, suspend or modify this contest for just cause or reasons of force majeure that prevent it from being carried out in accordance with these rules. Fundació ESADE likewise reserves the right to withdraw or modify the mechanics of the promotion should it be necessary, in which case it will duly announce the changes via the same media in which the promotion has been published and, moreover, will modify these rules as it sees fit.

Fundació ESADE aims to ensure that participation in the contest is carried out

with equal opportunity and in strict observance of the rules of good faith. Consequently, any abusive or fraudulent use of these rules will result in the participant's subsequent disqualification and the ensuing loss of any prize he or she may have won. Abusive and fraudulent uses shall be understood to include, but shall not be limited to, any type of fraud or misrepresentation in the registration for the contest.

Should irregularities be detected in participants' behaviour that could potentially harm the image of Fundació ESADE, the organization reserves the right to disqualify the participants in question.

Simply by participating, participants in this promotion warrant to Fundació ESADE that they fully and freely hold the intellectual property rights to the submitted photographs, thereby releasing it from any third-party liability.

## **11. DATA PROTECTION**

For the purposes of the provisions of Spanish Organic Law 15/1999, of 13 December, on Personal Data Protection and other applicable regulations, Fundació ESADE hereby confirms the existence of a personal database created with the data provided by the participants. The purpose of this database is to manage participants' relationship with Fundació ESADE, notify them of its activities and events, send them its newsletter and allow it to carry out its own promotional and advertising activities.

Participants may exercise their rights to access, rectify, cancel and object to the processing of their personal data by writing to Fundació ESADE, Avenida Pedralbes, 60-62 08034 (Barcelona), indicating their name and surname(s) and attaching a photocopy of their Spanish ID card (DNI).

## **12. APPLICABLE LAW AND JURISDICTION**

The contest rules are governed by Spanish law.

Participants in the promotion expressly waive their right to any other jurisdiction to which they may be entitled and agree to submit to the jurisdiction of the courts of the city of Barcelona for any dispute that might arise in relation to the promotion.