

## **LEGAL TERMS – PHOTOGRAPHY CONTEST ON INSTAGRAM**

### **Official Spanish Chamber of Commerce in Belgium and Luxembourg**

### **#BFDSpain**

#### **1. OBJECTIVE AND ORGANISING ENTITY**

The Official Spanish Chamber of Commerce in Belgium and Luxembourg (from now on referred to as “the Chamber”) is calling the “#BFDSpain” contest (from now on referred to as “the Contest”) through its official Instagram profile “@spanishfashionbelux”, to boost the visibility of Spanish fashion in Belgium and Luxembourg and promote the “DS Brussels Fashion Days-Spanish Edition”, which will take place in Brussels from October 20th to 22nd.

The Official Spanish Chamber of Commerce in Belgium and Luxembourg’s headquarters are located in Rue Belliard 20 – 1040 Brussels. It is a non-profit organization according to Belgian private law, playing a relevant role in economic and trade relations between Spain, Belgium and Luxembourg.

#### **2. ACCEPTANCE BY THE PARTICIPANT**

Participants must accept every and each of the terms and conditions described in the present document. This clause is a prerequisite to take part in the Contest.

#### **3. PARTICIPANTS’ REQUIREMENTS**

- Being of legal age.
- Having an Instagram account and respecting the legal terms of this network (<http://instagram.com/legal/terms/>). Moreover, the participant’s profile must be public for his/her participation to be validated.
- Following the Chamber’s Instagram account: @spanishfashionbelux
- Taking part in the Contest following the terms compiled in the present document.

No nationality requisite is demanded to participate in the Contest.

This Contest is in no way sponsored, administrated or associated with Instagram.

#### **4. GEOGRAPHIC SCOPE AND TIME SPAN**

The participation period has been established from August 16<sup>th</sup> 2017 until October 16<sup>th</sup> 2017 at 12pm.

The Contest’s geographic scope is restricted to Belgium and Luxembourg.

#### **5. “FREE OF CHARGE” NATURE OF THE CONTEST**

The Contest will be completely “free of charge”, that is, it will not imply any cost to the participants.

## 6. COMMUNICATION OF THE CONTEST

The Chamber will develop its communication activities mainly through the following platforms:

- The Chamber's Instagram profile: @spanishfashionbelux
- The Chamber's Twitter profile: @Camarabelux
- The Chamber's LinkedIn profile: Cámara Oficial de Comercio de España en Bélgica y Luxemburgo
- The Chamber's Facebook profile: Programa Jóvenes BeLux.
- The Chamber's official website: [www.e-camara.com](http://www.e-camara.com)
- Spanish Fashion BeLux website: [www.spanishfashionbelux.com](http://www.spanishfashionbelux.com)

## 7. PARTICIPATION PROCEDURE

To take part in the Contest, participants must:

- Follow our Instagram account: @spanishfashionbelux
- Take a picture wearing any clothes from Spanish fashion brands surrounded by an emblematic setting either in Belgium or Luxembourg. Pictures must also be original and taken by the participant.
- Include the hashtag #BFDSpain in their picture's description and tag @spanishfashionbelux plus the Spanish fashion brand mentioned on it.
- Publish it on their profile during the established participation period.

Only pictures published on Instagram and correctly tagged will be accepted. Moreover, any content considered as inadequate, inappropriate or offensive, according to the Chamber's sole standards, will be excluded from the Contest. Contestants' participation is not restricted to one or any number of pictures; however, they can only result winners of one single prize.

## 8. JURY

The Jury will be composed by the members of the Chamber's Executive Committee.

User's opinions and preferences reflected on the number of "likes" obtained by each picture will also be considered.

## 9. PRIZE

The prize will consist on one single award, for which one winner and a number of finalists will be selected.

On October 17<sup>th</sup>, once the contest is finished, the Chamber will post a comment on the winner's picture asking for a valid email. Then, the Chamber will contact the winner to provide him/her with the relevant details regarding the Prize's conditions of acceptance as well as the logistic information related to the award ceremony. The chosen finalists will be contacted in the same way.

In case the winner has not replied to the Chamber's communications in a two-day period, has not complied with one or any number of terms of the Contest or does not wish to accept the award, said person will be discarded and the following finalist will be awarded instead.

Subsequently, the full list of finalists and winner will be published on the Chamber's official website and social networks.

The winner of the Contest will be awarded during the "DS Brussels Fashion Days – Spanish Edition" event, time and place related details still to be determined.

Pictures selected as finalists will be exhibited during the "DS Brussels Fashion Days – Spanish Edition" event.

"DS Brussels Fashion Days – Spanish Edition" tickets will also be raffled among all the participants of the Contest.

The Contest could be declared void or null if the Jury considers it appropriate.

## **10. TRANSFER OF RIGHTS**

When taking part on the Contest, participants explicitly authorize the Chamber, without any temporal or territorial restriction, to publish, exhibit and/or distribute the pictures published on Instagram under the #BFDSpain hashtag on any media, format or platform, with the only purpose of executing the Contest.

Likewise, the winner and finalists of the Contest agree to transfer to the Chamber all intellectual property rights related to the selected pictures that might correspond. Said transfer will include any exploitation right, in all forms, of any sort and platform and, therefore, copy, distribution, public communication and transformation rights, excluding from the latter the possible transformations, adaptations or corrections pursuant to section 4, article 14 of the Intellectual Property Law. This transfer is exclusive and lacks any territorial or temporal restriction.

Furthermore, the winner waives the right to execute any act of exploitation regarding the material covered by the present transfer of rights. The winner prize is considered as a payment for the transfer of rights reflected in the present document.

Moreover, the Chamber reserves the right to publish in any media deemed convenient the image and full name of the participants, assuming the rights related to such data that may correspond to this end have also been transferred to the Chamber.

## **11. PERSONAL DATA TREATMENT**

The information and personal data collected within the framework of the Contest will be exclusively used internally. It will not be transferred to third parties and will be treated according to the personal data protection laws. According to the current legislation, participants will be able to exercise their rights of access, modification and revocation related to their personal data.

## **12. ADDITIONAL CONSIDERATIONS**

The Chamber reserves the right to make the changes deemed necessary in the Contest's functioning at any time, including its early finalization with just cause, no legal liability resulting from such actions. However, these changes will be duly communicated through the Chamber's communication tools.