

## **RULES**

### **RULE 1. ORGANISERS**

The organisation of this promotion, entitled: "IMAGINERS COMPETITION" (hereinafter, the "Challenge") is the responsibility of SEAT, S.A. with registered office at Autovía A-2, Km. 585, Martorell (08760), Barcelona, with NIF A-28049161 (hereinafter SEAT) and LCI BARCELONA ESCUELA SUPERIOR, S.L.U. (hereinafter LCI Barcelona Design and Visual Arts School) with address at Carrer Àlaba 124, Barcelona (08018), with NIF B08452740 (hereinafter LCI).

Hereinafter, SEAT and LCI Barcelona Design and Visual Arts School will be jointly referred to as "the Organisation".

### **RULE 2. PURPOSE AND DURATION**

The Challenge is an initiative by SEAT and LCI Barcelona Design and Visual Arts School which aims to provide comprehensive support to a future student, as established in Rule 4 of these rules.

The Challenge will begin on February 25, 2025 at 9:00 a.m (Central European Time) and will end on March 24, 2025 until 11:59 p.m. (peninsular time), as detailed in Rule 7 of this document.

### **RULE 3. PARTICIPANTS**

All participants in the competition must be natural persons from 18 to 30 years old.

Participation in the Challenge is free of charge.

Only one entry per participant will be accepted in the Challenge.

The identity of the participants can be verified through official documents (ID card, passport, driving license, etc.), at any time, including, before and during the delivery of the prizes.

The express acceptance of these rules is a necessary condition for participation in the Challenge and, consequently, to be able to obtain the prizes.

The participant will be considered to have accepted these rules by participating in the Challenge and by accepting the rules and the data protection policy in the registration form.

Failure by any participant to comply with the conditions established in these rules will result in the automatic cancellation of said participation. In the same way, any false indication or indications of false identity or fraud will cause the immediate disqualification of the participant and, where appropriate, the obligation to return the prize, if it has already been delivered.

SEAT may adopt those decisions necessary for the resolution of controversies and conflicts that arise in the development of the Challenge, provided that these do not unduly prejudice the participants and are fair.

Employees of SEAT, its collaborating companies, or all those persons who have participated directly or indirectly in the preparation of the Challenge may not participate in the Challenge. Nor will the first-degree relatives of the indicated persons be able to participate.

### **RULE 4. PRIZE**

There will be a total of three winners.

For the Winner:

1. **Scholarship to study at LCI Barcelona Design and Visual Arts School**, to be chosen from among different options proposed by the school depending on whether you have a **university degree** or not.

Master's degree options to choose from if you have a university degree:

- **Motion Graphics:** start date 16 October 2025. Duration: 10 months. Timetable: Full-time, afternoon. Language of instruction: **Spanish**. Mode of delivery: On campus. Financial value: €12,540. [Motion Graphics | Master's Degree | LCI Barcelona Design and Visual Arts School](#)
- **Art Direction and Graphic Project Management:** start date 16 October 2025. Duration: 10 months. Timetable: Full time, afternoon. Language of instruction: **Spanish**. Mode of delivery: On campus. Financial value: €12,540. [Art Direction and Graphic Project Management | Master's Degree | LCI Barcelona Design and Visual Arts School](#)
- **Branding:** start date 16 October 2025. Duration: 10 months. Timetable: Full-time, afternoon. Language of instruction: **English, Spanish**. Mode of delivery: On campus. Financial value: €12,540. [Branding | Master's Degree | LCI Barcelona Design and Visual Arts School](#)
- **Interaction Design and Immersive Experiences:** start date 16 October 2025. Duration: 10 months. Timetable: Full-time, afternoon. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €12,540. [Interaction Design and Immersive Experiences | Official Master's Degree | LCI Barcelona Design and Visual Arts School](#)

Specialised course options to choose from if you do not have a university degree:

- **AI in Editorial Fashion Photography:** Duration: 1 month (40 hours). Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [AI in Editorial Fashion Photography | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)
- **Graphic Design with AI:** Duration: 1 month (40 hours), Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [Graphic Design with AI | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)
- **Data-Driven Design:** Duration: 1 month (40 hours), Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On-campus. Financial value: €1,400. [Data-Driven Design | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)

2. **Work placement in the SEAT Design department.**

The work placement at SEAT is part-time, and will be adapted to the study timetables of the LCI Barcelona Design and Visual Arts School and will cover:

- Meals in SEAT canteens, SEAT public transport and a monthly remuneration of €670.  
The internship remuneration is paid by SEAT.  
For the internship at SEAT, the winner must meet the minimum requirements established by the company to be eligible for the internship program. In the event that the winner does not meet the necessary requirements, will lose the right to carry out the internship without the possibility of substitution by another alternative prize.
3. **Exhibition of the winning designs in real size at SEAT's 75th anniversary event.**  
This means that SEAT will be responsible for producing the vinyl corresponding to the winning design to be incorporated into a SEAT Ibiza vehicle that will be displayed at the event.
  4. **Attendance as a guest at upcoming events organised by the brand.** i.e. award event of the SEAT 75th Anniversary contest. SEAT will cover travel costs.

5. **Use of a SEAT Leon e-Hybrid during the stay in Barcelona according to the winner's prize**, to become one of the drivers towards the electrification of the brand.
6. **Mention in SEAT's social media and press**. The Winner may be mentioned and appear on the Organisers' official social media channels. The full name (first and last name) of the Winner will be published and highlighted on the Organisers' Instagram, TikTok and LinkedIn platforms. Such publications may include photos, videos and mentions associated with the event, for promotional, advertising or informational purposes.

For the 1st Runner-Up

1. **Scholarship to study a specialised course at LCI Barcelona Design and Visual Arts School.**

Specialised course options to choose from:

- **AI in Editorial Fashion Photography**: Duration: 1 month (40 hours). Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [AI in Editorial Fashion Photography | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)
- **Graphic Design with AI**: Duration: 1 month (40 hours). Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [Graphic Design with AI | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)
- **Data-Driven Design**: Duration: 1 month (40 hours). Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [Data-Driven Design | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)

2. **Work placement in the Marketing Department of LCI Barcelona Design and Visual Arts School**, with the aim of supporting the Marketing, Communication and Business Solutions departments.

Work placements at LCI Barcelona Design and Visual Arts School are part-time and 1 month duration, and will be adapted to the study timetables of LCI Barcelona Design and Visual Arts School and will cover:

- A remuneration according to the winner's profile.

For the 2nd Runner-Up:

1. **Scholarship to study a specialised course at LCI Barcelona Design and Visual Arts School.**

Specialised course options to choose from:

- **AI in Editorial Fashion Photography**: Duration: 1 month (40 hours). Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [AI in Editorial Fashion Photography | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)
- **Graphic Design with AI**: Duration: 1 month (40 hours). Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [Graphic Design with AI | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)

- **Data-Driven Design:** Duration: 1 month (40 hours). Timetable: Part-time, daytime. Language of instruction: **English**. Mode of delivery: On campus. Financial value: €1,400. [Data-Driven Design | Specialisation Courses | LCI Barcelona Design and Visual Arts School](#)

The Winner, 1st Runner-Up and 2nd Runner-Up will be announced at the latest on 8 April 2025. This communication must remain confidential until SEAT's official communication to the public.

The scholarships are provided by LCI Barcelona Design and Visual Arts School.

The Prize does not include any other expenses that the winner may incur in order to participate in the Challenge. Under no circumstances may the Prize be exchanged for its cash value, as it is personal and non-transferable. Likewise, its sale or commercialisation is strictly prohibited.

The Organisers reserve the right to adopt corrective measures and to take any reasonable decisions that may be necessary to resolve any incidents that may arise during the course of the Challenge in order to guarantee the correct development of the Challenge.

## **RULE 5. REQUIREMENTS and DOCUMENTATION**

The requirements for participating in the Challenge:

- Complete the creative concept, which the candidate must upload online within the stipulated dates in the rule 2 of this document.
- Must be between 18 and 30 years of age as referred to in Rule Three above. This must be accredited by presenting the documentation that the Organisers deem appropriate in this regard.

The candidate must prepare the following creative materials that make up the creative concept (hereinafter the Creative Concept):

1. **Creative and original design of a vinyl for the SEAT Ibiza car in 1:1 scale** format and **high resolution** to be printed on vinyl in high quality.
2. **Design 2 merchandising elements** that complement the design and are aligned with the brand values referred to above.
3. **Design 2 creative designs or 3D for accessories for the interior of the vehicle.** They must be **additional accessories** (Add-Ons) to the vehicle. In this sense, the designs must not include or be intended for components that are already part of the standard vehicle, such as the steering wheel, seats, instrument panel, mirrors, etc.
4. **A SEAT 75th Anniversary logo design**, integrated into your creative proposal
5. **A short video answering these questions:**
  - o Explain the creative proposal and its connection between your creativity and SEAT's 75<sup>th</sup> Anniversary (the brand's core values: unexpected, creative, vibrant, elegant, provocative, edgy).
  - o How do you imagine the SEAT Ibiza of the 75th edition? What is its personality?
  - o What story does your design tell about SEAT's journey to today and its vision for the future?

Item 5 should be answered in video format of no more than **3 minutes**. They can be answered in either **English or Spanish**, and both vertically and horizontally. The video must be submitted as a hidden YouTube video, by sharing the relevant link with us.

All links provided to submit the required documentation must be shared openly for easy access (without any kind of password or encrypted access system), otherwise the application will not be evaluated.

The Designs submitted by the participants are hereinafter jointly and severally referred to as the “Content”.

Once the design has been completed, participants must submit the Content to the SEAT website, following the instructions and formats established for the submission process.

The proposals submitted in the creative concept must be original and unpublished, and made without the aid of Artificial Intelligence. They may not be an adaptation of any other pre-existing work of any type or genre. They must not have been publicly disseminated by any means and must be kept confidential at all times.

## **RULE 6. OBLIGATIONS OF THE PARTICIPANT**

By registering and uploading images or content, the participant agrees to:

- Comply with all of these terms and conditions.
- Participate in the Challenge and develop the Content in accordance with the law, morality, good customs and public order.
- Actively cooperate with the Organisers and provide such information as is reasonably required for any audit/investigation to be carried out to determine whether there has been a breach of these terms and conditions, including access to the systems involved.
- Be liable for any damage that may arise directly or indirectly as a result of a breach of the commitments set out in these terms and conditions.
- Not develop the Content or any part of it in a way that could interfere with, degrade or negatively affect the image, products or customers of the Organiser, SEAT and/or third parties.
- Not develop the Content or any part of it in a way that could be used for illegal purposes or include offensive or inappropriate content.
- Not infringe the rights of third parties, including but not limited to industrial and intellectual property rights.
- Hold the Organisers, its subsidiaries, affiliates, employees and agents harmless from any and all liability or injury, loss or damage of any kind, arising out of or in connection with the Competition or any Prize obtained as a result of participation in the Competition.
- Submit the complete Content created during the Challenge to be assessed.
- By entering this competition, the participant expressly agrees that the decision of the jury is final and not subject to appeal. The participant waives any right to challenge or seek review of such decision, understanding that the decision will be made in accordance with the criteria set out in the competition rules. Participation in the Challenge implies full and unreserved acceptance of all decisions of the jury.

The Organisers reserve the right to reject, at their sole discretion, any project that does not meet the above criteria or does not comply with these terms and conditions and to take legal action against those responsible, directly or indirectly, for the same.

Acceptance of these rules is a necessary condition for participation in the Challenge and, consequently, in order to obtain the Prizes.

The identity of the winning participants may be verified by means of official documents (ID card, passport, driving licence, etc.) at any time, including before and during the prize-giving ceremony.

## **RULE 7. DEADLINE and SUBMISSION ADDRESS**

The deadline for submitting entries will be from 25 February 2025 at 9:00 a.m [Central European Time] until 24 March 2025 at 23:59 hours [Central European Time], by means of the participation form that you will find at the web address.

- Failure to submit any of the required documents within this date range will result in the rejection of the application.
- Additional supporting documents will not be accepted outside the dates of the call for entries.

- All links provided to submit the required documentation must be shared openly for easy access (without any kind of password or encrypted access system), otherwise the application will not be evaluated.
- No email or telephone number will be available for queries relating to the Challenge. All of the information necessary for participation is understood to be set out in these rules.

## **RULE 8. SELECTION OF THE WINNING PROJECT**

All applications will be reviewed for compliance with the requirements established in these terms and conditions. Applications that do not meet the requirements will be discarded from the selection process and their files and data will be deleted.

The selection process will be carried out as follows:

The jury appointed by the Organisers will be responsible for selecting the 10 designs they consider to be the most outstanding and ordering them in order of preference, based the criteria established in these rules. Subsequently, the jury will choose three people who will be awarded Prizes: the first person selected will be the Winner of the competition, and the other two people selected will be recognised as Runners-Up in the competition. The Prizes will be awarded in accordance with the terms established in the competition rules.

Based on the following criteria:

1. Compliance with these rules, in particular that the Content submitted complies with the values defined in Rule Five above:
  - **Unexpected, Creative, Vibrant, Elegant, Provocative, Edgy**
2. Originality.
3. Design creativity.
4. Technical quality.

In the event that any content is published on social media, such as Instagram, with the intention of finding out the public's opinion on certain designs, such voting will not be binding and will only be used to generate engagement and encourage interaction with the audience. The final decision on the finalists will rest solely with the jury.

The Winner, 1st Runner-Up and 2nd Runner-Up will be announced on May 2025.

The Winner and Runners-Up will be notified of the final decision in advance by email or telephone call no later than April 8 2025.

The Winner must accept or reject the Prize within 48 hours of receiving notification from the Organisers.

For this purpose, they must duly complete and send to the Organisers:

- the Prize acceptance document which will be provided to you in due course, as well as
- the Vehicle Transfer document in order to be able to use the vehicle.

The participant selected as the Winner of the Challenge undertakes to sign, within a period of 2 days (48 hours) from the official notification of his/her selection, an additional agreement for the assignment of intellectual property rights and any other document that SEAT deems necessary to formalise the assignment of the rights over the design submitted, in accordance with the conditions set out in these rules. This additional document will be binding and will specifically detail the terms relating to the intellectual property and the use of the designs submitted. In the event that the Winner does not sign the aforementioned document within the established deadline, or formally rejects the conditions of the assignment of rights, SEAT will have the right to declare his/her selection as Winner null and void and designate the 1st Runner-Up as the new Winner of the Challenge, without the original Winner having the

right to claim any additional compensation. In the event that the Runner-Up also rejects the terms of the assignment of rights agreement or fails to sign the document by the deadline, SEAT may, at its discretion, proceed with the next Runner-Up in order of ranking, pending completion of the signing of the assignment of rights document.

If none of the top three finalists accepts the Prize, or cannot be located for reasons beyond the control of the Organisers, or does not accept or declines the Prize according to the process established for the awarding of the Prize, a shift of alternates will be set up to be covered by the remaining finalists. In the event that the Winner or Runner-Up does not accept the Prize, or cannot be located within a reasonable period of time, the Prize will be awarded to the alternate who will occupy the corresponding place according to the ranking order among the top 10 finalists. In such a case, the next in the list of the 10 finalists will take the position of the Winner or Runner-Up, and so on in the established order. In the event that the Winner or alternates, in turn, cannot be located for reasons beyond the control of the Organisers, do not accept or decline the Prize according to the process established for the awarding of the Prize, the Prize will be declared void.

## **RULE 9. JURY**

The jury will be composed of 4 members who will be:

1. **Jofre Sanfeliu** (Creative Director at Artofmany)
2. **María Escoté** (Fashion Designer)
3. **Jorge Diez** (SEAT Design Director)
4. **Francesca Sangalli** (SEAT Director of Colour&Trim and Concept Strategy)

The choice of the selected designs, as well as the Winner, will be final.

## **RULE 10. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS**

By participating in the Challenge, each participant grants SEAT all exploitation rights over the creative materials that make up the Creative Concept, including but not limited to the reproduction, public communication, transformation and dissemination of the same free of charge, for the purpose of using them on the official SEAT website and in social media content. This transfer is made on an exclusive basis and with the right to transfer these exploitation rights to third parties, for the whole world and for the maximum legal period. The participant guarantees SEAT that he/she has not carried out and will not carry out any act that may prevent or hinder SEAT from using the rights transferred by means of this document in a fully peaceful manner and that the use of the aforementioned Content by SEAT will not give rise to any infringement of the law, nor the infringement of the rights of third parties, undertaking to hold SEAT harmless against any concept arising from any action or claim that may arise from or be related to the transfer and/or use of the rights granted herein.

In any case, participants declare that they have all the rights and permissions necessary to publish the Content with which they participate in the Challenge, releasing SEAT from any liability for possible claims by third parties.

In particular, the participants:

- Warrant that they are the sole owners of all intellectual property rights over the creative materials that make up the Creative Concept provided to participate in the Challenge. Furthermore, participants declare that the Content does not violate any exploitation rights, privacy or other intellectual and industrial property rights and any other rights of third parties.

- Warrant that SEAT may, at any time and at its discretion, use the creative materials that make up the Creative Concept in the framework of this Challenge for inclusion in future vehicle models, accessories, advertising campaigns, branding projects, and other products or services related to SEAT, without any obligation of payment, acknowledgement or attribution to the participant, unless SEAT expressly decides otherwise.

## **RULE 11. CONFIDENTIALITY**

Participants acknowledge that the know-how, as well as all knowledge, information and data made available by them in the course of the activities of this Challenge and to which the participant may have access by virtue of this Challenge, regardless of the material medium on which it is contained and the form in which it was provided, whether of a technical, economic, commercial, IT, scientific or any other nature, is strictly confidential.

Confidential Information shall also be understood to mean:

(a) any copy or reproduction, in whole or in part, of the Confidential Information which may be obtained or supplied and;

(b) such other information or data, the knowledge or discovery of which would have been possible or facilitated by having access to the content of the information provided.

The following information shall not be considered Confidential Information and therefore its use shall not be subject to the provisions of this Challenge:

- That which is in the public domain at the date of signature of this Challenge or which has entered the public domain since the date of signature of this Challenge, provided that this has not occurred as a result of a breach by either Party, directly or indirectly, of its confidentiality obligation under the Challenge;
- That which can be legitimately obtained from a public record or any other source without restriction as to its use and without breach of any obligation of confidentiality; or
- That which prior to its disclosure by one of the Parties was already in lawful possession of it without restriction as to its use, provided that sufficient justification can be provided.

The participants undertake (i) to maintain in the strictest confidence all Confidential Information, unless required to do so by order of a court of competent jurisdiction or a competent administrative or regulatory body; (ii) to use the Confidential Information only for the purposes provided for in this Challenge; (iii) not to disclose, disseminate or divulge by any means whatsoever the Confidential Information, in whole or in part, to any third party.

In the case of press releases or communications of an advertising, commercial or similar nature concerning the participants' collaboration with the Organisers in the activities covered by this Challenge, whatever the medium of their dissemination, the participants must obtain prior written agreement on their content before issuing or disseminating them.

The confidentiality obligation referred to in this clause shall bind the participants throughout the duration of the Challenge and indefinitely after the end of the Challenge, provided that the Confidential Information that is the subject of the Challenge remains secret.

## **RULE 12. FORCE MAJEURE**

The Organisers reserve the right to extend, modify, cancel or suspend this Challenge, or to take any reasonable measures in the event of force majeure or any other cause not attributable to the Organisers.



If, for such reasons, the Activation dates have to be modified, the Organisers will communicate the new dates to all participants through social media or any other available means.

In any case, the Organisers shall not be liable for any compensation to participants for such reasons, or if the Challenge is suspended or cancelled due to any legal obligation. In such a case, all participants will be notified as soon as possible.

### **RULE 13. LIABILITY**

The Organisers have every right to disqualify a participant who does not comply with the rules set out in this document or acts in any other way that the Organisers consider inappropriate.

The Organisers shall not be liable for any problems or technical malfunctions related to telephone networks, online computer systems, servers, providers, computer hardware or software, traffic congestion or any combination thereof, or any other technical problems related to any device or media.

Without limiting the rights of consumers under any applicable law, the Organisers do not accept any liability for any loss or delay in any entry due to any interruption, temporary unavailability or interruption of operation, transmission issues, data loss, fraud, network problems, software problems, failure of access, communication or response, or for any modification of the Challenge due to technical problems, or due to any other problem of any kind beyond the control of the Organisers or attributable to network operators, service providers, intermediaries or third parties.

Participants who are employees of a corporation, or any other entity, are responsible for ensuring that their participation complies with any policies their corporation, company or entity may have regarding participation in challenges of this type. If the Organisers have any reason to believe that a participant has violated any such policies, the Organisers reserve the right to prohibit the participant from participating in the event or receiving a Prize at any time. The Organisers are not responsible for any dispute arising between a participant and his/her employer. Furthermore, the Organisers shall not be liable in the event of a dispute with the participants responsible for the Prizes offered.

Without limiting their rights as consumers, participants in this Challenge release the Organisers, to the fullest extent permitted by law, from any liability, sanction, complaint, claim or civil, commercial, criminal or administrative action, including any indemnification of any nature and/or kind, expenses or costs (expressly including attorneys' and lawyers' fees).

The Organisers reserve the right to take corrective measures and reasonable decisions necessary to resolve any problems that may arise during the Activation in order to ensure the smooth running of the Activation.

The Organisers shall not be responsible for the information included on social media platforms to which the user may have access, as such social media platforms have their own privacy policies over which the Company has no control.

The Organisers shall not be held liable for the proper functioning of said social media platforms, for the accuracy and legality of the content and information external to SEAT to which the participant may have access through said platforms, as well as for any damage that the user may suffer due to the use of their data.

If any Court or competent administrative body should decide that any of the clauses of the Rules is invalid, illegal, void or voidable, such clause should be removed from this document, without effect on the remaining clauses of this document.

### **RULE 14. AMENDMENTS**

The Organisers have the full right to amend these terms and conditions at any time and without prior notice.

Amendments or additions to the rules may be published during the Activation in any case of force majeure. They will be considered appendices to the present rules.

## **RULE 15. WITHHOLDINGS ON ACCOUNT**

Law 35/2006 of 28 November 2006 approving Personal Income Tax and the Personal Income Tax Regulations approved by Royal Decree 439/2007, as amended by Royal Decree 2004/2009, shall apply to the Prize of this Competition.

In accordance with the aforementioned regulations, participants in this Competition are informed that prizes awarded for participation in games, competitions, raffles or random combinations linked to the sale or promotion of goods or services are subject to personal income tax withholding or payment on account, provided that the value of the prize for the purposes of prize withholding is greater than 300 euros.

For the purposes of making the payment on account, it is hereby stated that the market value for prizes in kind is equal to the acquisition value, increased by twenty percent (20%), as established in Article 105.1 of the aforementioned Royal Decree 439/2007, of 30 March, which approves the Personal Income Tax (IRPF) Regulations.

In relation to the above and in compliance with current tax regulations, if applicable, SEAT will make the corresponding payment on account based on the value of the Prize awarded and, in due course, will issue the appropriate certificate to enable the winning participant to comply with his/her tax obligations by having to include the income consisting of the Prize received in his/her income tax return, together with the rest of the income that he/she may receive, and from the total amount of which the amount stated in the aforementioned certificate of payment on account may be deducted as already paid, all of which is in accordance with the provisions of the aforementioned Law 35/2006, of 28 November. Consequently, SEAT only assumes its legal obligation to make the payment on account vis-à-vis the taxpayer, and the taxpayer shall be responsible for the fulfilment of his/her respective tax obligations.

## **RULE 16. IMAGE RIGHTS**

Participants in the Challenge authorise SEAT to use their name and social media profile image to promote their participation in the Challenge through SEAT's websites and social media profiles.

The Winner of the Challenge expressly authorises SEAT to use, capture and reproduce by any means his/her image (including voice and name), as a result of his/her condition as Winner of the Promotion, this authorisation including the capture, exploitation, reproduction, publication, transformation and public communication (as well as making available to the public) of his/her image (and/or voice and name) by any means or medium, whether analogue or digital, for the whole world, free of charge and for the maximum duration of the rights, including but not limited to any media, print, audiovisual, digital, press, radio, Internet, social media, etc. outlet, as well as in marketing campaigns related to the Prizes received without the right to any additional consideration.

This authorisation covers the use of the name, image and voice for any purpose within the framework of this Promotion (whether commercial, promotional or other) in any medium, whether analogue or digital, including its use in any media, for the whole world, free of charge and for the maximum duration of the aforementioned rights.

Without prejudice to the foregoing, the Organisers shall in no case be obliged to use the images, names and/or voice of the winner, and may or may not use them partially, choosing the photographs, images and/or making the cuts and/or adaptations they deem appropriate in each case.

The authorisation and assignment made in this rule is made free of charge, and the winners expressly agree not to receive any remuneration for this concept other than, where appropriate, the delivery of the Prize to the Winner.

## **RULE 17. PROTECTION OF PERSONAL DATA**

### **Who is the controller of your personal data?**

<b>Identity of the controller:</b>	SEAT, S.A. ["SEAT/CUPRA"], with Tax Identification Code A-28049161 (hereinafter, the Organising Entity or SEAT/CUPRA).
<b>Address:</b>	Autovía A-2, Km. 585, 08760 Martorell
<b>Email:</b>	customercare@seat.es

### **For what purpose do we process your data?**

We will process the personal data provided by you for the main purpose of managing your participation in the Challenge (including, but not limited to, contacting the winners, verifying that they meet the conditions to be participants and winners, and delivering the Prize).

Only in cases where your consent to commercial communications has been obtained via the checkbox, we may also process your contact and identification details for this purpose. You may revoke your consent at any time without prejudice to your participation in the Challenge.

Finally, we inform you that no profiles will be created and no automated decisions will be taken on the basis of the personal data processed.

### **What data do we process?**

We will process the identification and contact details you provide in order to manage your registration and participation in the Challenge. In addition, you may be asked for other personal data, such as your ID, date of birth, tax address or postcode, in the event that you have been selected as a winner of the Challenge in order to verify compliance with the conditions of the Challenge, verify your identity, prevent fraud, and manage the legal and tax obligations of the Organisers.

### **What is the legal basis for processing your personal data?**

The legal basis for the processing of your personal data is the execution of a contract consisting of the correct management of your participation in this participation, in relation to the conditions set out in these rules.

### **To which other recipients will the data be communicated?**

If you win, your data may be communicated to companies in the hospitality industry, as well as in the leisure, sports and transport sectors. We may also disclose your data in order to comply with the legal obligations applicable in each case.

In addition, we inform you that in certain cases (applicable to your status as a customer or data subject), the Entity contracts its virtual infrastructure according to a "cloud computing" model through Salesforce.com, Inc. We also inform you that the international transfer to the United States has been declared to have an adequate level of protection by the European Commission. You can find more information at the following link: [data privacy framework programme](#).

### **How long do we keep your personal data?**

We will keep your personal data for as long as this Challenge is executed, and in any case for as long as you do not request its deletion, as well as the time necessary to comply with the legal obligations that may apply in each case according to each type of data (1 month for the data of the participants in the promotion and 5 years in the case of the information linked to the winner of the promotion).

### What are your rights as a data subject?

Right	Content
<b>Access</b>	You can obtain information in relation to the processing of your personal data by SEAT, as well as access your personal data that have been included in SEAT's files.
<b>Rectification</b>	You can request the rectification of your personal data if it is inaccurate or incomplete.
<b>Erasure</b>	You may request the deletion of your personal data when, among other reasons, the personal data are no longer necessary for the purposes for which they were collected.
<b>Objection</b>	You may request that your personal data cease to be processed. SEAT will stop processing your personal data, unless there is a compelling legitimate reason or it is necessary for the exercise or defence of legal claims.
<b>Restriction of processing</b>	<p>You may request the restriction of the processing of your personal data in the following cases:</p> <ul style="list-style-type: none"><li>▪ You contest the accuracy of the personal data for a period that allows SEAT to verify the accuracy of the personal data.</li><li>▪ The processing is unlawful and you therefore object to the deletion of your personal data and request the restriction of their use.</li></ul> <p>SEAT no longer needs your personal data for the purposes of processing, but the data subject needs them for the purpose of making, exercising or defending legal claims. You have objected to the processing, pending verification of whether SEAT's legitimate grounds override yours.</p>
<b>Portability</b>	You may receive, in electronic format, the personal data you have provided to us and the personal data obtained from your contractual relationship with SEAT, as well as transmit them to another entity.

You may exercise these rights, as well as revoke the consent granted if so requested, by sending an email to [customercare@cupraofficial.com](mailto:customercare@cupraofficial.com) clearly indicating the right you wish to exercise. The exercise of these rights is free of charge. If you believe that we have not processed your personal data in accordance with the applicable regulations, you may lodge a complaint with the competent supervisory authority via the website [www.aepd.es](http://www.aepd.es).

#### Contact with the DPO:

Finally, you may contact the SEAT, S.A. Data Protection Officer at the following email address: [dataprotection@seat.es](mailto:dataprotection@seat.es).

### RULE 18. ACCEPTANCE OF THE RULES

Participation in this competition implies full acceptance of these rules, as well as the decisions of the organisers and the jury, and failure to comply with them will be grounds for elimination. The final interpretation of these rules is the responsibility of the Organisers. Likewise, each participant authorises the use or dissemination of his/her image and professional/personal data within the context of the development of this Prize, whose actions include the promotional activities of the Challenge.

The awarding of the Prize is conditional upon compliance with these rules in the manner and by the deadlines established in this call for entries.

### RULE 19. RESOLUTION OF DISPUTES AND APPLICABLE LEGISLATION

The Organisers and the participants of the Challenge, by mutual agreement and expressly waiving their own jurisdiction, agree that any litigious matter arising from these Rules shall be

resolved by the Courts and Tribunals of the city of Barcelona in accordance with Spanish common law.

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