



SEGITTUR

Sociedad Estatal para la Gestión de la
Innovación y las Tecnologías Turísticas, S.A

TERMS AND CONDITIONS APPS COMPETITION

The Apptourism Awards 2015

Introduction

Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S. A. (hereinafter referred to as SEGITTUR) is leading the Intelligent Tourist Destinations project in Spain as part of the National Integral Tourism Plan (original acronym: PNIT) 2012-2015 of the Ministry of Industry, Energy and Tourism, promoted by the Secretary of State for Tourism.

The aim of the project is to improve Spain's position as a world tourist destination, finding new mechanisms to foster innovation at resorts through the deployment and development of IT for the creation of highly competitive services of distinction.

In this context, applications for mobile devices (including smartphones and tablets) play a prominent role since they provide tourists with a growing number of services for organising their holiday over the different stages.

Accordingly, in collaboration with the International Tourism Show (FITUR), SEGITTUR has decided to create the tourist apps COMPETITION under the name of 'The Apptourism Awards 2015'.

General aim of the COMPETITION

The general aim of the competition is to obtain the best view of tourist applications on the domestic and international market since the number of apps is so high that only those with the best advertising or those that are the most popular among users are ever seen.

The idea is to take advantage of the opportunity offered by FITUR, which is considered one of the best international tourist shows around, to learn more about the highest possible number of tourist apps and contribute as far as possible to improving their visibility, giving awards for the best in each category.



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LEGAL TERMS AND CONDITIONS

SEGITTUR organises and announces the first awards for the best tourism applications in the COMPETITION titled 'The Apptourism Awards 2015'.

Categories

The awards are divided into two main categories: best national tourist app and best international tourist app.

Each one is then subdivided into the following categories:

Best national tourist app

- Sports tourism, nature and adventure
- Sunshine and sand
- Cultural tourism and food and wine
- Tourist services
- Resort guides

Best international tourist app

- Resort guides
- Tourist services

Participants

'The Apptourism Awards 2015' COMPETITION is open to applications for mobile devices in the area of tourism. They must be submitted by the developers or the owner of the operating rights.

The Best National Tourist App category is open only to apps that focus on Spanish tourist sectors or results.

The Best International Tourist App category is open to other apps, i.e. those that do not focus on Spanish tourist sectors or results.

The candidate apps must be available for download from any of the following distribution platforms: App Store, Google Play or Windows Stores.

The legal terms and conditions must be accepted and observed.



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Prize

The prize consists of an award that implies recognition of the best tourist apps in the different categories by SEGITTUR, an organisation attached to the Ministry of Industry, Energy and Tourism, in collaboration with Fitur.

In the case of national apps:

Winners will receive the corresponding diploma and will be included in the following:

- The 'Spain Collection' app, which will cover the best tourist applications for Spain.
- The apps repository on the official Spanish tourism portal at www.spain.info

They will also be included in a special report on SEGITTUR's website.

International apps will receive prizes for the different categories, together with the corresponding diploma.

All the national and international winning apps will benefit from the publicity organised for the prize-giving ceremony, which will imply the indirect promotion of the apps.

Panel of judges

The panel of judges will be chaired by SEGITTUR and will include expert professionals in the sectors of technology, tourism and online marketing and communication.

The judges may declare the award void for any category in which they consider that the quality requirements for the award have not been met.

The judges' decision will be confidential until the prize-giving ceremony on 29 January 2015, which will be held as part of the Fitur Know-how & Export event that is to take place at Institución Ferial de Madrid (IFEMA).

Stages of the COMPETITION

- Submission of entries until 31 November 2014.
- Selection of the finalists on 20 December 2014.
- Submission of the finalists at Fitur Know-how & Export on 29 January 2014.
- Selection of the winners and prize-giving ceremony on 29 January 2014.



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Procedure for participation

The term for registration will begin at 12:00 on 16 October and close at 12:00 on 31 November.

Participants must register using the online form available on SEGITTUR's website at www.segittur.es, which must be completed with the following information:

- Name of the app
- Category in which the app is to participate
- Objective of the app
- Brief explanation of the app's features
- Operating system(s) for which it is available
- Language(s)
- Whether or not it is a free app
- URL of the video demonstrating the app
- Name of the company registering the app for the competition
- Title and/or rights held for the application (developer, operating rights, etc.)
- Contact person
- Email
- Contact telephone number

The personal details and title or rights held for the application must be up-to-date and subject to confirmation. The personal details must correspond to the person responsible for registering the application for the COMPETITION.

If the app is registered for the COMPETITION by the developer, he/she must be authorised by the holder of the operating rights so that the app can take part in competitions. If the app is not free, valid promotional codes or logins must be given so that the judges can gain free access to the applications for their correct evaluation.

Evaluation criteria

In order to select the winning apps, the following evaluation criteria will apply:

- Usability: the app is easy-to-use.
- It improves the user's experience in accordance with the categories that have been established. In short, it makes the tourist's life easier.
- It provides a better and fuller experience for the user at the resort.
- Applied creativity: image is also important and the judges will assess whether or not the image is attractive and seductive for users.



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- Features.
- Links to social networks.
- Off-line features.

From all the applications that are submitted, three will be selected from each category and a five-minute presentation must be made of each one at Fitur Know-how & Export 2015 on 29 January 2015 in the context of FITUR. After the presentation, the judges will choose the winners.

Conveyance and authorisation of rights

Acceptance of the award will imply authorisation to SEGITTUR to use the winners' names and image in all the activities it organises in relation to the advertising of the awards. Said authorisation will not give the winners or participants registered for the awards the right to receive whatsoever payment or remuneration.

Consent and data protection

The details of the participants and winners and, where applicable, the beneficiaries of the award will be processed in accordance with Organic Law 15/1999 on Personal Data Protection, dated 13 December (Spanish acronym: LOPD).

SEGITTUR will collect the personal details of the participants, winner and beneficiaries of the award to process their participation and formalise the prize-giving ceremony. When the COMPETITION has ended, SEGITTUR will keep the details they have provided and create a file for the purpose of informing them about new SEGITTUR products and promotions. All the individuals included in the file may exercise their rights to access, rectify, cancel and oppose (ARCO rights) by writing to SEGITTUR at c/ Orense, 58-4ª Madrid, Spain, quoting REF. LOPD.

The COMPETITION procedure requires the details to be provided truthfully and in full and they must be kept up-to-date by participants. If the personal details are incorrect, incomplete or not kept up-to-date, SEGITTUR will not be bound to any particular case, the success of the COMPETITION or any other consequence related thereto and it may ultimately declare the COMPETITION void of winners.

Exemption from responsibility

All the participant's expenses as a result of the development of the application(s) will fall exclusively on his/her account. Furthermore, should the creation of the application(s) involve the processing of whatsoever private or public permits or authorisations, they must be processed exclusively by the participant and only the



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participant will assume the responsibility for applying for and obtaining said permits or authorisations, where applicable, with regard to the individuals or authorities by whom they are awarded.

SEGITTUR hereby declines responsibility for the consequences, accidents, incidents and/or effects that may affect participants or third parties during this COMPETITION.

SEGITTUR hereby declines responsibility for the participant's breach of whatsoever guarantee regarding image, industrial or intellectual property rights, together with whatsoever responsibility that may arise from the participants' breach or incomplete fulfilment of these Terms and Conditions during the COMPETITION.

SEGITTUR will also be exempt from whatsoever obligation or compensation for participants if, as a result of force majeure or legal requirement, this promotion is cancelled or suspended, in which case it will notify said circumstance as required.

Guarantees

Participants in this COMPETITION will hold SEGITTUR exempt from whatsoever claim, complaint or action brought by third parties in relation to any rights that may arise from the application(s) that is/are submitted.

Reservations and limitations

SEGITTUR hereby reserves the right to cancel or suspend the COMPETITION or change any of the terms and conditions if, for technical reasons or whatsoever other reason beyond its control, it is unable to complete the normal development thereof as provided in the corresponding terms and conditions. Similarly, SEGITTUR hereby reserves the right to change the conditions applicable to the awards at any time.

SEGITTUR may also declare the COMPETITION void if it detects any irregularities in the details that identify the winning participant.

The COMPETITION is closed for SEGITTUR's workers and employees and for the direct or indirect collaborators who have taken part in the COMPETITION or in the printing of the materials that correspond thereto. In said case, SEGITTUR will automatically discard the participation.

SEGITTUR hereby declines responsibility for the truthfulness of the information provided by participants. Consequently, if the details that are provided are not correct or include errors, SEGITTUR hereby declines responsibility for not being able to



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contact the possible winner to notify him/her of the result or to consult him/her regarding the prize-giving ceremony.

SEGITTUR hereby reserves the right to exclude any winning application that is in breach of these terms and conditions.

SEGITTUR will discard the following participations:

- Those that are abusive or fraudulent.
- Those that are registered using false information or when there is evidence that may reasonably suggest that the information is false. Accordingly, it may require participants to confirm their details as appropriate.
- When their participation in THE AWARDS is manipulated artificially or fraudulently.
- When it is considered that the apps contain elements that may be considered contrary to fundamental rights and public freedom, that induce, insight or encourage acts that are criminal, offensive, violent or, in general, against the law, public decency and generally accepted customs; when they are protected by third-party industrial or intellectual property rights and the participant has not previously obtained the authorisation from the holders for the use he/she has made or intends to make thereof; when they are contrary to the right to honour, personal and family privacy or personal image; when they detract from the credit of SEGITTUR or third parties; when they may be advertising or include viruses and other elements that may damage the normal operation of the computer network, system or equipment.
- When minors appear without the express authorisation of their legal tutors.
- In the event of whatsoever breach of these terms and conditions.

Other reservations

SEGITTUR hereby reserves the right to use the first names, surnames and image of the winners of the COMPETITION and the beneficiaries of the award to reproduce them and use them in any publicity-promotion related to SEGITTUR, where said use will not award whatsoever right to remuneration or benefit other than the award they have won.

SEGITTUR may use the first names, surnames and image of the winners of the COMPETITION and the beneficiaries of the award on the brand's website and in other media as it considers appropriate.

Whatsoever abusive or fraudulent use of these terms and conditions by participants will lead to the automatic cancellation of their participation.



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Acceptance of the terms and conditions

Participants are hereby informed that their mere participation in the COMPETITION implies full acceptance of these terms and conditions.

Whatever declaration to the contrary by the participant will imply his/her exclusion from this COMPETITION and SEGITTUR will be released from whatsoever undertaking with regard to said participant.

Madrid, October 2014