

## Rules of the promotion “Ideas to Improve museums”

**Who is calling?** Global ideas4all

**Who may participate?** Any private person of age or legal entity registered under [www.ideas4all.com](http://www.ideas4all.com), excluding the company’s employees and their families.

**Where from?** This is a global contest. All entries from all over the world, in any official language, are admitted.

**Dates of the promotion:** from April 13rd to May 31st 2010. Ideas4all reserves the right to extend or to shorten these dates.

**What is the promotion about:** The user in this promotion has the option to get the following gifts at the end of the promotional period. The three winners will be selected from the 15 most voted ideas that fulfill the conditions by the team of ideas4all.

- 1<sup>st</sup> gift, \$ 400
- 2<sup>nd</sup> gift, \$ 200
- 3<sup>rd</sup> gift, \$ 200

**Actions by participants, to participate in the “Ideas to Improve museums” promotion:** Included in this promotion are all the ideas that are entered in ideas4all.com by all of the registered users during the promotional period, with the following limitations:

1. The only ideas that participate in the promotion are those complying with the rules of the community, shown in the web of ideas4all.
2. The only ideas that participate in the promotion are those related to the proposed subject.
3. The only ideas that participate in the promotion are those that have been entered from the specific space in the home site and in the page that explains this promotion, this means, from the button at the home “Do you have an idea to improve museums? Post it” (<http://en.ideas4all.com/>) or from the button “Do you have an idea? Post it” that you can find in the page explaining the promotion (<http://en.ideas4all.com/promotions/25>)
4. Only original ideas enter the contest. That means, that all the following ideas will be excluded:
  1. Ideas built on ideas that already exist
  2. Ideas translated from ideas that already exist in ideas4all
  3. Copies or duplicates of ideas that already exist
  4. Ideas that are not original, and propose products or services that exist already, and have been implemented in the market
  5. Thoughts or reflections that do not propose an original idea

5. The gifts will be awarded to the three ideas that obtain the most positive votes, and that have no report abuse considered valid by ideas4all, at the time of the awarding. Votes have to be valid, meaning that votes from fake users, also called “clones” will not count.

6. To participate in the contest, the ideas must contain at least one tag

7. To participate in the promotion, the profile of the user that introduces an idea must contain an avatar or photo.
8. A user could not be awarded more than one gift in this promotion. In the case of a user having more than one idea amongst the three most voted, once the gift has been awarded to the most voted, the rest of the ideas from this user will not enter the promotion, and the idea with the next most votes from another user will be selected.
9. In the case of a tie in positive votes among more than two ideas among the two most voted, the gift will be awarded with a draw.
10. The ideas posted by the users are the ones entering the contest, not the users themselves. So the more ideas the user posts, the higher his chance to win the gift.

### **Gifts at the end of the promotion “Ideas to Improve museums”:**

The three winners will receive:

- 1<sup>st</sup> gift, \$ 400
- 2<sup>nd</sup> gift, \$ 200
- 3<sup>rd</sup> gift, \$ 200

**Awarding Dates:** Gifts for the most positively voted ideas to improve museums will be awarded within the next 15 days after the end date of the promotion.

**Communication and acceptance of gifts:** the name of the winners will be published on the website within the 15 days after the awarding. ideas4all will also get in contact with the winners via their registered e-mails.

The winners will have to accept the gift on the web, and fill in the format with the necessary data for delivery.

Acceptance has to be confirmed within a maximum of two weeks after the announcement. Should one of the winners not accept the gift as indicated, he will lose his rights.

ideas4all will send the gift within a maximum period of 30 days from the acceptance date.

If the gift cannot be delivered in a 30 day period after two tries during that period, the winner will lose his/her rights to the gift.

Participating in this promotion implies the acceptance of its rules, as stated in this document.

**Delivery of the “Ideas to Improve museums” gifts:** Ideas4all will send gifts to the winners via PayPal. Opening a Pay Pal account is a necessary condition to receive the gift. The tax retention corresponding to these gifts in Spain will be satisfied by ideas4all. Reception and shipping of the gifts are subject to the existing laws in the country of residence of the winner.

**Exclusion of responsibilities:** Ideas4all shall not be held responsible for harms and losses of any nature related to the temporary absence of availability or continuity of the system for participating in the promotion. Ideas4all shall not be held responsible if the promotion does not satisfy the expectations of the participants. It shall not be held responsible for access problems to the site, the dispatch of answers via the internet or if it is impossible to deliver gifts free of charge in the country of a winner.

**Use of the name, nickname and avatar image of the winners:** By participating in this promotion, winners expressly authorize the worldwide use, publication and reproduction without any limitation of their name, nickname and avatar image by ideas4all, in any kind of advertising, promotional activity, even in internet, or by any other means with commercial or informative goals if these activities are related to this promotion. No fees of any kind will be paid for this use.

**Exclusion of participants:** ideas4all may exclude at its own discretion any participant if it is considered inappropriate or inconvenient or it infringes any of the rules of this document.

**Exclusion of winners:** if ideas4all has reasonable suspicions that a participant has acted in a fraudulent or dishonest way, or does not comply with the rules of this promotion, it may refuse to deliver the gift.

**Rights reservation of ideas4all:**

1. In case of error, misunderstanding or conflict related to any part of this promotion, the decision of ideas4all will be conclusive and definitive.
2. Should the promotional activity be affected by any unexpected incident or force majeure hindering the normal development of the promotion, or should any applicable law, present or foreseeable, hinder it, ideas4all reserves the right to cancel the promotion in part or in total. In this case, participants will have no rights for any compensation.
3. ideas4all reserves its rights to modify the rules of this promotion in any moment without notice. Participating in future promotions after eventual changes will be ruled by the new norms and the modifications published on the website.

**Personal data protection:** In compliance with the Ley Orgánica 15/1999, of December, 13<sup>th</sup>, on protection of personal data, and related legal norms, ideas4all is informing all participants about the existence of a file of personal data, registered at the Agencia Española de Protección de Datos, the goal of which is the handling of the promotion and the shipment of the prizes to the winners.

Participants have access to this file and the right of rectifying, cancelling and opposition to the treatment of personal data. To do so, please write with a copy of your Identity Card (both sides) to: C/ Alcalá 85, 5<sup>a</sup> planta. 28009 Madrid. Spain.

The mechanic of the promotion establishes that data have to be supplied in a complete and true manner, and that they are kept updated thanks to the cooperation of the participants. Should the personal data be incorrect, incomplete or not kept updated, ideas4all shall be freed of its obligations regarding the draw and the shipments of prizes, as well as of any consequence related with the previous.

**Nullity of the clauses:** If any clause of the present bases was declared fully or partially, void or inefficient, such nullity or inefficiency shall only affect to such disposition or part of the same that is void or inefficient, and the rest of bases shall persist and taking such disposition or part of the same that is affected as not included, unless that, in case of being essential for the present bases, it affected them integrally.

**Jurisdiction and Courts:** The present bases shall be construed and governed in agreement with the Spanish legislation. For any court matter derived from the existence, access, use or content of the bases, both the participant and ideas4all, expressly renounces to any other jurisdiction that may correspond, submitting to the exclusive jurisdiction and competence of the Courts and Tribunal of Madrid city.