

# IBERIA PLUS 25TH ANNIVERSARY CAMPAIGN OFFICIAL RULES

## 1. Organiser

The company IBERIA, Líneas Aéreas de España, S.A. OPERADORA, unipersonal, with Tax ID no. (NIF) A85850394 ("IBERIA") plans to hold a contest that it will run pursuant to these rules. The activity will be called "Billete en Blanco" (Blank Ticket).

## 2. Duration

All entrants will be able to take part in the contest either through: [www.iberiaplus25.com](http://www.iberiaplus25.com) or <http://www.iberia.com/es/iberiaplus/25aniversario>, or through communications concerning this promotion from **00:00 on 23rd March 2017 until 00:00 on 16th December** (always taking Spanish peninsular time as the reference).

Short stories may be submitted from 00:00 on 23 March 2017 to 00:00 on 16 December inclusive.

The entrant must be a holder of the Iberia Plus card to qualify for prizes or to receive the prize. Registration in the Iberia Plus programme can be done via the web page [www.iberia.com/iberiaplus](http://www.iberia.com/iberiaplus).

## 3. Scope and entrants

All physical persons of legal age who are Iberia Plus cardholders may take part, apart from residents in Italy.

Entry in this contest is subject to acceptance of these rules.

Entry is free and open to any person who submits short stories to the website [www.iberiaplus25.com](http://www.iberiaplus25.com) or <http://www.iberia.com/es/iberiaplus/25aniversario>.

Entry in this campaign involves the acceptance of these rules and the results of the judges' votes.

Anyone that has taken part in organising the Contest may not enter (including, solely by way of example and by no means exhaustive, IBERIA employees, agencies directly or indirectly involved in preparing the contest, suppliers and/or direct or indirect partners of IBERIA) or their ancestors or descendants in the first degree, spouses or domestic partners.

## 4. Purpose

The aim of the contest is to celebrate the 25th anniversary of the Iberia Plus programme.

## 5. Prizes

During the promotion period of this contest, entrants who submit a short story about a trip operated by Iberia may be eligible for the following prizes (i) 8 Grand Prizes each worth up to 300,000 Avios<sup>1</sup>; and (ii) 16 prizes of 25,000 Avios each.

Winners will be chosen by the panel of judges.

Only one entry per person per participation period will be admitted. Entry periods are as follows: (i) 23rd March to 30th April 2017; (ii) 1 to 31st May 2017; (iii) 1st to 30<sup>th</sup> June 2017; (iv) 1st to 31st July 2017; (v) 1st to September 30th, 2017; (vi) 1st to 31st October 2017; (vii) 1st to 30th November 2017; and (viii) 1st to 31st December 2017.

## 6. Mechanism of the promotion

Entrants should send to [www.iberiaplus25.com](http://www.iberiaplus25.com) or <http://www.iberia.com/es/iberiaplus/25aniversario> a short story of the best trip that they have made with a maximum length of 500<sup>2</sup> characters. The short stories must not contain pictures. Short stories that do not relate to destinations operated by Iberia are not eligible for any prize.

The short stories must comply with the following conditions:

- be an original creation of the entrant and must not infringe rights of third parties or display content that may be considered offensive or defamatory;
- be suitable for all audiences and not break the law, morality or public order;
- The story must not contain any word or image that, under the criteria of IBERIA, may be offensive, sexually explicit, vulgar, unsuitable or in general, inappropriate.
- It must not show any total or partial nude or highly erotic content.
- For security reasons, it should not include or disclose the entrant's personal data, for example, name, phone number, email address, etc.
- It must not include any mark or distinctive sign of different brands owned by IBERIA.
- They should not contain personal details or data that, along with others, may make it possible to identify a person.

The short stories that do not meet the above conditions or other conditions of these Official Rules shall be deemed invalid. This shall be enough reason for the affected entrant to be disqualified from the contest and shall not be entitled to the prize.

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<sup>1</sup> Use of Avios will be subject to the Iberia Plus Programme's General Conditions. For more information, consult the redemption tables and conditions at [www.iberia.com](http://www.iberia.com). Excluding taxes and charges.

<sup>2</sup> Once the winner has been selected in accordance with established criteria, he/she may be asked to submit photographs and other details for its publication on the website. In addition, the winner may be asked to expand the story prior to publication. The story thus expanded may have more than 500 characters, without this implying a breach of these rules.

IBERIA reserves the right to eliminate any user who attempts to cheat, alter or render unusable the good operation and normal and regulatory development of this promotion. Any customer who, whether intentionally or not, harms or damages IBERIA's image in this contest, will also be eliminated.

## **7. Selection of winners**

The panel of judges responsible for selecting the winners in accordance with the criteria defined in these Official Rules shall be composed of employees from Iberia's Commercial Division and members of Ogilvy One Worldwide advertising agency.

The panel of judges, based on the creativity and originality of the short stories that the entrants have included in the register, will select from among those entrants who meet the conditions established in these Official Rules the following:

- MAIN PRIZE: the judges will choose each month, starting in April 2017 and ending in December 2017, a winner (August is excluded). The Grand Prize will consist of recording the sufficient number of Avios for the winner to be able to take the trip of the previous month's winner, up to 300,000 Avios. On the first entry month the grand prize is recording the sufficient number of Avios to take the trip told by Jesús Calleja to Buenos Aires with up to 300,000 Avios.
- PRIZES OF 25,000 AVIOS: the judges will choose each month, starting in April 2017 and ending in December 2017, two (2) winners of the 25,000 Avios among the each month's entrants.

There will only be one winner per prize, so one person cannot win two or more prizes.

## **8. Communication of those selected**

Iberia will communicate by email and phone to the winners of the prizes within 30 days following the month corresponding to the prize.

The prize will under no circumstances be changeable, alterable or compensated at the winner's request.

The winners of the prizes consent to Iberia using their name and image in the "Billete en Blanco" (Blank Ticket) campaign and Iberia's usual means of communication.

The prize will be declared null and void regarding the prizes in question if it is impossible to locate one or more of the winners of the promotion 3 days after trying to contact them. The prize will also be declared null and void if one or more of the winners of the promotion turns down the same and only with respect to the prizes being turned down.

This contest's prizes are subject to these Official Rules, and cannot be replaced by cash. The prizes will not be changeable, alterable or replaceable with money at the request of the Contest's entrants. If the winner rejects the prize, no alternative gift shall be offered.

The prize shall be personal and non-transferable. It is forbidden to sell the prize.

## **9. Description and delivery of the prize**

The recording of Avios corresponding to the prize will take place in the weeks after the panel's deliberation each month.

## **10. Tax matters regarding the prize**

In accordance with personal income tax regulations, prizes awarded for participating in games, competitions, raffles or random combinations are subject to withholding or payment on account when the value of the prize is more than 300 euros. In relation to the taxpayers for non-residents income tax, this requirement shall apply regardless of the prize. Consequently, the prize obtained is subject to the relevant tax obligations imposed on them.

Currently, the withholding or payment on account to apply on prizes is 19% for residents and 24% for non-residents on the withholding tax base. In the case of prizes consisting in the delivery of goods and services, the withholding tax base is the value or the cost incurred to the organiser, plus 20%.

Such payment on account/withholding shall be performed by IBERIA. The company shall send the contestant a certificate for the prize amount and relevant withholding so the winner can incorporate the prize value plus the payment on account in his/her tax base; however, IBERIA shall not have no involvement in the share resulting from the self-assessment to be included in this annual statement.

In this respect, it is the prizewinners responsibility to incorporate the value of the prize as well as the amount of the payment on account in his/her annual tax statement.

The tax implications that claiming the prize has on the taxation of the prizewinner will be at his/her expense, so IBERIA will be relieved of any responsibility.

## **11. Reservations and limitations**

Iberia shall not be held responsible for any poor operation of the electronic communication networks that impede the normal development of the promotion for causes outside of its control and particularly external malicious acts.

It shall furthermore not be responsible for any problems in transmitting data or loss of data not imputable to it.

Iberia reserves the right to change the promotion's start and end dates.

If this promotion cannot go ahead, either due to fraud, technical errors, or any other reason, IBERIA reserves the right to cancel, modify or suspend it.

To be eligible, entrants must have access to the Internet as this is the only possible way to take part in the contest.

Express acceptance of these Official Rules and, where appropriate, the terms and conditions of use of the website, is a necessary condition to take part in the contest, and consequently, to obtain the prize.

Entrants must expressly accept the Official Rules by checking the box to accept the Official Rules.

If any entrant breaches any of the conditions set forth in the Official Rules, and where appropriate, the terms and conditions of use of the website, this shall result in the automatic cancellation of his/her entry. Likewise, any misrepresentation, fraud, evidence of false identity or address or breach of third party rights will result in immediate disqualification and, where appropriate, the obligation to return the prize if it had already been delivered. Such compliance will be verified by the technical means available to IBERIA, which reserves the right to make any checks it deems necessary.

Entrants will not implement any entry method that breaches these Official Rules. IBERIA reserves the right to disqualify, at its sole discretion, any entry that (i) manipulates or attempts to manipulate the contest or the website; (ii) breaches any of the terms and conditions of these Official Rules and/or (iii) abuses, threatens or harasses any entrant or third party.

IBERIA can make the necessary decisions to resolve any controversies and conflicts that arise during the contest, provided that they are not unduly harmful to entrants and they are equitable.

The rules will be filed with a notary.

## **12. Image rights**

The winners must share with Iberia their travel experiences on IBERIA flights with the Avios won.

On accepting the prize, the winners are assumed to give their consent to Iberia to use, publish and reproduce all over the world and unlimitedly their image and name on any kind of advertising, promotion, publication, including the Internet, and any other medium of any kind for commercial and informative purposes provided they are related with the present contest, without reimbursement of any kind for the entrant and without the need to pay any fee.

Consequently, in accordance with Organic Law 1/1982, dated 5 May, on Civil Protection of the right to honour, to personal and family privacy, and to the respect of one's own image, as well as Organic Law 15/1999, dated 13 December, on protection of personal data, the winners voluntarily give their consent and expressly authorize IBERIA to obtain, possess, incorporate, file, use, disseminate, reproduce, of image and voice, in any medium and format, captured in holding this promotion in audiovisual media by IBERIA for use on social networks and media, without such use conferring any right to any financial compensation. The actions planned in these rules have allowed images and data in whole or in part.

Images, videos, recordings and creations and, in general, any visual or audiovisual forms, regardless of the medium or media in which they are embodied or disseminated (hereinafter, "**the elements**") that IBERIA can make in this promotion will be fully owned by this company and it shall be understood that the winners grant all rights, including those related to exploitation, exclusively to IBERIA. The company may have all the elements making it up provided this does not involve an unlawful intrusion of the winner's privacy, honour or reputation, or is against their interests; all without limitation of geographical area and for the maximum period permitted by law.

### **13. Personal details**

The mechanics of the promotion require data to be provided in a true and complete manner. If the personal data were untrue or incomplete, IBERIA, with respect to the specific cases, would be released from the purpose of the contest and any consequence thereof, and even, as a last resort, may not declare beneficiaries of the contest. Entrants guarantee that the personal details provided in this promotion are true and undertake to inform IBERIA of any changes to them.

IBERIA states that no checks are made on the truthfulness of the data, so in each case the data given by the user will be used, whether or not it is true.

The personal details provided in order to be able to participate in the promotion and promotional activities in the same will be processed or incorporated in the corresponding file held by Iberia, subject to the provisions of Organic Law 15/1999, dated 13 December, and Royal Decree 1720/2007, which implemented Organic Law 15/1999.

The data provided, which are only necessary for managing this promotion as set out above, in accordance with the provisions of Law 15/1999 of 13 December on the Protection of Personal Data.

All individuals whose personal data are subject to processing may exercise the rights to access, rectification, cancellation and opposition (ARCO rights) of their data, at no cost, under the terms laid down in Organic Law 15/1999, governing the Protection of Personal Data. These rights may be exercised through one of the following channels: in writing by sending a request, together with the documentation evidencing their identity, to the following address: IBERIA L.A.E. S.A.O. S.U. Zona Industrial nº 2, Dirección Sistemas / U. Seguridad de la Información y Arquitectura Aplicaciones, 28042, Madrid. Or by fax, sending your application, along with the ID justification documents, to + 34 91 587 55 64, addressed to "Atención de Datos Personales". Pursuant to Law 56/2007, on Measures to Promote the Information Society, users may also send a request by e-mail to [atencion\\_datospersonales@iberia.es](mailto:atencion_datospersonales@iberia.es). If the request is signed electronically with the user's Spanish electronic National Identification Document (DNI), further proof of identity by the requester shall not be necessary. For any further clarifications or questions, please contact the company at the following email address: [atencion\\_datospersonales@iberia.es](mailto:atencion_datospersonales@iberia.es).

### **14 - Intellectual property**

The entrants expressly transfer to Iberia any rights they may have over the recording, exhibition, reproduction, distribution, public communication or making available of any image, moveable asset, work or object deriving from the reproduction of them, waiving

collection of any sum that may accrue for the said items.

On accepting the prize, the winner is assumed to give his/her consent to Iberia to use, publish and reproduce all over the world and unlimitedly his/her image and name on any kind of advertising, promotion, publication, including the Internet, and any other medium of any kind for commercial and informative purposes provided they are related to this contest, without reimbursement of any kind for the entrant and without the need to pay a fee.

The parties acknowledge that all the production materials and rights that cover the content of the same will be the full and exclusive property of Iberia.

As a result of the above, Iberia may publish all or some of the short stories of the entrants on the website of the promotion, social networks and other internal or external online or physical media with entrants waiving collection of any sum that may accrue for the said items. **Entrants authorise the short story to be published along with their name on the terms indicated.**

#### **15. Acceptance of the rules**

Participation in this contest involves the express and complete acceptance of these rules and express submission to the interpretative decisions of the aforementioned rules that IBERIA may make.

Entrants accept, by participating in the contest, that their names may be published in the different IBERIA social and communication media.

Any question, comment or complaint relating to the promotion must be sent to IBERIA via its Twitter profile <http://twitter.com/iberia> or its Iberia Plus Services Centre.

#### **16. Applicable law**

This contest is governed by Spanish laws. Any differences or disputes that may arise in relation to it are subject to the jurisdiction of the Courts and Tribunals of Madrid City and parties to this agreement renounce any other forum.