



Terms and conditions for the Instagram competition 'TAKE A SELFIE AT THE PALAU DE LA MÚSICA'

- 1. Object

The Opengram competition 'Take a Selfie at the Palau de la Música' consists of participants publishing photos on Instagram with the hashtags #IlikeBcn, #SalaCiutatBcn, #Barcelonainspira and a mention for @palaumusicacat.

The photos should be taken in front of the photo montage at the Palau de la Música, inside the 'Sala Ciutat' space within the exhibition 'I like Barcelona', organised by the cultural association 48h Open House Barcelona, and open until 20 March 2015.

The photo that wins the competition will be the participating image that has the most 'likes' on Instagram.

- 2. Duration of the competition

The competition will start on 20 February and will continue until 20 March 2015 at 10 pm (UCT +1). Photos that are published after the official end time for the competition will not be accepted. You may take part in the competition using photos taken before these terms and conditions were published, if they comply with the guidelines for participation. The competition may not have any entries.

- 3. How to participate

The rules and regulations for this competition will be published on the website <http://48hopenhousebarcelona.org> (in Catalan, Spanish and English) and on the website for 'Sala Ciutat' <http://salaciutat.bcn.cat> (in Catalan, Spanish and English). The competition will be managed using the competition management app Iconosquare on Instagram (<http://iconosquare.com>).

In order to take part in the competition, you must have a public Instagram account and respect the terms and conditions of the social network (<http://instagram.com/legal/terms/>). Participants have to:

Take a selfie in front of the photo montage in the 'Palau de la Música', which can be found

in 'Sala Ciutat' space as part of the exhibition 'I like Barcelona'

Tag the photo with the hashtags #IlikeBcn, #SalaCiutatBcn, #Barcelonalnspera and a mention for @palaumusicacat (the author may include other hashtags).

Preferably, the photo should be geotagged, although photos that are not geotagged will not be excluded from the competition.

Preferably, the entries will include a comment with a mention for the Instagram account @48openhousebcn, although photos that do not include such a mention will not be excluded from the competition.

The photo should be posted on Instagram through the user's profile.

There is no limit to the number of photos each participant can submit.

You may take part in the competition using photos taken before these terms and conditions were published, if they comply with the guidelines for participation.

48h Open House Barcelona may publish the photos from this competition on their Facebook page, <https://www.facebook.com/48HOpenHouseBarcelona>, and on their twitter <https://twitter.com/48hOpenHouseBcn>, and may include the photos as part of the archive they use for all opportune purposes related to promoting the competition.

- 4. Photo characteristics

Submitting images to the competition implies confirmation that each photo complies with the following:

It was taken at the photo montage set up in the Palau de la Música, which is in 'Sala Ciutat', C. Ciutat 2.

It includes the hashtags #IlikeBcn, #SalaCiutatBcn, #Barcelonalnspera and mentions @palaumusicacat.

The photo was taken by the participant and is their own work..

It does not contain or reference any third party brands.

It does not contain any obscene, sexually explicit, violent, offensive, incendiary or defamatory material.

It was taken with the necessary permission from the people appearing in the same.

The organising committee has the right to reject photos and messages that do not meet the requirements stated above, and may reject photos that damage the image of Barcelona or that are discriminatory on the grounds of birth, race, sex, religion, opinion, or any other personal or social circumstance.

- 5. Prizes

The prize is a double ticket, or two individual tickets, for a guided tour around the Palau de la Música Catalana, offered by the Palau de la Música Catalana*.

*The time and date of the visit must be decided in advance by the Palau de la Música, depending on availability and opening hours.

- 6. Conditions for participation

Natural persons

Any natural person who is at least 13 years old may participate in the competition, as long as they were not involved in deciding on and/or preparing the competition. This condition applies to employees of the 48h Open House Barcelona association and collaborating companies, as well as their legal partners, family members and any other first degree relatives or blood relatives. Failure to comply will result in the prize being immediately withdrawn from the winner.

For participants under 18 years old, participation is taken to mean consent has been given by parents or guardians.

- 7. Organising committee

The organising committee is made up of five members of the 48h Open House Barcelona association. The organising committee has the power to reject and exclude photos and messages from the competition if they do not comply with the requirements and conditions established in these rules.

- 8. Winning photo

The photo that wins the competition will be the participating image that has the most 'likes' on Instagram.

From 1 April 2015, the 48h Open House Barcelona association will contact the winner via its Instagram profile, @48hopenhousebcn, leaving a comment on the winning photo, and/or via any other means it deems appropriate.

The 48h Open House Barcelona association will provide the winners with instructions on how to contact them and provide their name surname, telephone number and email address, as well as how to make a reservation with the Palau de la Música Catalana.

- 9. Intellectual and Industrial Property

The participants expressly and exclusively cede the copyright for the photos submitted as part of the competition to 48h Open House Barcelona, with no deadline on said copyright, which means for the duration of the copyright and wherever the copyright is applicable, in accordance with the law on intellectual property; this includes the use of the photographs on online social networks, as well as the industrial property rights for the images for their use for promotional purposes, commercial purposes, advertising or any other similar purposes within the 48h Open House Barcelona association. These rights specifically outline the right to reproduce the images, either in full or in part, permanently or provisionally, and using any media, in any way; the right to distribution; the right to transformation, including the right to translate, adapt and carry out any other modifications; the right to publish the images on any format available now or in the future, as a photo, audiovisual or multimedia file, as deemed appropriate, including online, on corporate websites and on web 2.0 environments. Consequently, the 48h Open House Barcelona association may make use of the intellectual property rights acquired, or cede them either totally or partially to any legal or natural persons it deems necessary, without the participants having the right to any additional compensation.

9.1. Data protection

The 48h Open House Barcelona association will respect the current applicable guidelines on personal data protection, as detailed in Organic Law 15/1999, as approved by Royal Decree 1720/2007, of 21 December.

ORGANISED:

COLLABORATE:

**48H
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HOUSE
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