



LEGAL BASES
"Your favourite corner in Gran Vía"
#instagranvia #HotelEmperador

AGUSFERFE, SA, with CIF A-28860419, and registered office at Gran Vía 53, 28013 Madrid, is planning a promotional campaign through its website, blog and official Instagram account. The prize of this contest consists in a one night stay for two people on bed and breakfast among all those who, gathering requirements and agree to the conditions set out in these rules, participate in the competition #instagranvia.

1°.- AREA OF APPLICABILITY

This promotion is limited to people over 18 years who have an account on Instagram and follow the official Instagram account of Hotel Emperador Madrid.

2°.- TIMEFRAME

This promotion begins on 27th October and ends on 11th November, 2014. If for reasons of force majeure was necessary to postpone, modify, cancel or repeat the promotion, this will be notified to all participants, giving the amendment the same degree advertising to this promotion.

3°.- PROCEDURE

Participants have to upload to their Instagram profile a photo of Gran Vía and tag with the hashtags #instagranvia and #hotelemperadormadrid.

Photos must be upload between the 27th October and 11th November 2014.

The contest will admit photos until 11th November 2014 at 11 o'clock.

Among all participant photographs, Instagram users will choose a winner picture by voting system "Like".

In case of tie in the number of votes, a jury composed by the staff of Hotel Emperador will choose the winner of the contest under the criteria of the quality of the picture, theme, lighting and color.

IMPORTANT: All pictures must be original and property of the participants. We will not accept in the contest images that display the foreground or the name of other competitor hotels

4°.- PRIZE

The gift of this contest consists of: One night stay for two in a Corner Junior Suite with breakfast included at Hotel Emperador Madrid.

The prize is subject to availability and prior reservation, personal, non-transferable and not supported or combined with other offers.

The prize can be enjoyed until 31st December 2015 inclusive.



5°.- SPECIFIC CONDITIONS

- Contestants must be previously registered as users on Instagram. In addition, participants must be followers of @HotelEmperadorMadrid account.
- Participation in the contest is free.
- **May not be in the contest:**
 - Photos that violate intellectual or industrial property of third parties.
 - Pictures that reproduce the recognizable image of people without the consent.
 - Photographs at the discretion of the Organiser be distasteful or offensive.
 - Photos that violate the law.
 - Photographs showing, sexual content, nudity, political or religious claims, racism, discrimination, offensive content to any individual or group.
 - Photos that violate the protection of children, youth and women.
 - Pictures that invade or damage the privacy of others.
 - Photographs showing, induce, incite or promote any criminal, degrading or violent actions.
 - Photographs showing other hotel establishments in Gran Vía different to Hotel Emperador.The Promoter reserves the right in its sole discretion to apply the above restrictions and to exclude the competition any photo that violates it.
- The prize is subject to availability of Hotel Emperador Madrid.
- No trip, transport or shuttle to the hotel is included in the prize.
- None of the components of the GIFT may be exchanged for its cash value. They may not be disclosed to persons, enjoyed only by the companion, or redeemed for stays in any other room not included in this promotion.
- Photos must be taken by the participants. If the participant photo is detected belonging to another person or agency, Hotel Emperador reserves the right to remove justifiably this participant from the promotion.
- This promotion is governed by the law in Spain and these legal bases.
- The prize will be given in Madrid, according to the tax legislation applicable to the Spanish territory. Prizes awarded for participation in games, contests, raffles, or alternative combinations related to the sale or promotion of goods or services are subject to withholding or payment on account if prize value exceeds three hundred (€ 300.-) euros, in accordance with the regulations of the Income Tax for Individuals.



- The personal data of the participants in the promotion must be supplied duly updated, accurate and complete, because the proper functioning of the promotion depends on it.
- Participants in the promotion and their companions agree automatically and explicitly to participate in the promotion. So the data provided will be used and processed for the purposes of participating in the promotion, management and delivery of the prize complying with any fiscal or other obligations that are applicable to this promotion as well as marketing, promotion, delivery of business information (including email, SMS or similar means) of products and services of Hotel Emperador, as well as segmentation or conducting personal profiles for commercial and statistical purposes. Thus, in accordance with Law 15/1999 of 13th December on Protection of Personal Data, Royal Decree 1720/2007 of 21st December, and Law 34/2002 of 11th July, services of the information society and electronic commerce, the term given consent for participating in promoting the use and treatment of the personal data for the aforesaid purposes.
- Participants agree with the use of the photos in the contest by Hotel Emperador in its media, including the official Website of Hotel Emperador and social networks, worldwide and without limitation.
- **The identity of the participants and winners will be credited exclusively through official documents that have those effects.** The prize is personal and not transferable, so if the winner wouldn't accept it or renounce, Hotel Emperador will designate the first or next alternate. If they do not accept or resign, the prize will be declared void.
- Hotel Emperador reserves the right to make changes or add annexes on his mechanics and prizes, provided they are justified or not harm to participants, and to communicate them properly.
- Hotel Emperador is not responsible for any loss, damage, theft, delay or any other circumstances attributable to third parties, acts of God, force majeure, which may affect the participation and enjoyment of the gifts of this promotion.
- Employees of Hotel Emperador or their relatives to the first degree may not participate in this promotion.
- Prizes are not redeemable for cash or any other prize.
- To participate in this promotion implies full acceptance of these rules.