

RULES OF THE ALHAMBRA NAMING CONTEST

ORGANISER

- The organizer of this contest is the company Manufacturas Alhambra S.L. CIF B03016821, with registered office at Calle Duquesa de Almodóvar, 17 E-03830 Muro de Alcoy. Alicante (Spain). Tel: 96 553 00 11.

E-mail: info@alhambraguitarras.com

- It is one of the leading companies in the market related to the manufacture of stringed instruments, mainly guitars, using the traditional Spanish heel construction system. It has an extensive catalogue of products ranging from different models of guitars (classical, acoustic, cutaway, cross-over and flamenco guitars -models which, in turn, are sub-divided into different types-) as well as bandurrias and lutes and accessories for the aforementioned stringed instruments (tuning machines, strings, electrification, cases, pickguards, playing supports, anti-coupling tools, hooks and chamois, etc.) which it markets under the ALHAMBRA brand name.

OBJECT

- The purpose of the contest is to create a brand name (Naming) for a new model of Alhambra Guitars which we are working on and which will be launched soon.

- The name chosen as the winner can then be used on the new model, included in the brand's current and future portfolio, in the brand's graphic pieces, in communications, advertising material and, in general, in any other place that requires its use.

DEADLINES

- The contest period begins on **29th April 2021** and will end on **14th May 2021** at 00.00h. During the first hours of **18th May** Alhambra will evaluate the proposals and decide the winner.

HOW TO PARTICIPATE

1. This contest is international in scope and residents of any country in the world can participate for free and voluntarily.

Take a look at the video in the post of the 29th of April where we tell you all its features and get inspired.

2. Follow us on our Alhambra Guitars profile.

3. Write us your name proposal. ***only one proposal**

4. Tag 2 friends in this post.

REQUIREMENTS

- Participants must follow the Alhambra Guitars profile on their social networks Facebook or Instagram.

- Participation will be open to legal and natural persons. Participating individuals must be of legal age and may enter individually or collectively. In the case of collective entries, they must define a representative of the team. Each participant or team may submit only 1 proposal to the contest.

- Only one name proposal can be submitted for the new Guitar model. In case of sending more than one, only the first option received by the user will be taken into account.

PRIZE

- The winner of the contest will receive as a prize the new guitar prototype for which the name is proposed. This will be sent to the address indicated by the winner of the contest, regardless of their country of residence, at ALHAMBRA's expense.

- The winner will be announced through Alhambra's social networks on 18th May. Alhambra will contact the winner via email to organize the shipment.

LEGISLATION

- Neither Instagram nor Facebook sponsor, endorse or administer this promotion in any way, nor are they associated with it. The user dissociates himself/herself completely from Instagram, and is aware that he/she is providing his/her information to ALHAMBRA and not to these social networks. The information they provide will only be used to process the participant's participation and to communicate the prize in the event that they are the winner.

- In accordance with the Ley Orgánica de Protección de Datos de Carácter Personal and the Ley de Servicios de la Sociedad de la Información y de Comercio Electrónico, participants are informed that the personal data they provide will be incorporated into a personal data file, property of the organising company. Said data will be used and processed, in addition to the purpose of participating in the contest, for the research, promotion and marketing of ALHAMBRA's services, including the sending of commercial communications, including by electronic means. If you wish, you may at any time exercise your rights of access, rectification, opposition and cancellation of your data by writing to the data controller at the following e-mail address: rgpd@alhambraquitarras.com

- The simple participation implies the acceptance of these rules in their entirety, so that the manifestation, in the sense of not accepting them, will imply the exclusion of the participant and, as a consequence of the same, ALHAMBRA will be released from the fulfilment of the obligation contracted with said participant.

- Responsibilities. Participants must not transmit (upload) files or comments, which contain viruses, or which may be harmful to any computer equipment, tablets, or mobile phones. The Organizer is excluded from liability for late or misdirected entries, or for any failure or unavailability of hardware, software, electronic communications, or Internet uploads or other connections.

- The winner agrees to send us a photograph with the guitar for publication on our social networks, and to assign the rights to use said image.

- The Organizer reserves the right to: exclude any participation, or any participant, in case of incorrect manipulation of the data, reject the participation in the contest of those who do not meet the requirements described in these rules and terms of participation, or contravene the rules or purpose of the contest, cancel this contest, or suspend it, or change any of its conditions, if for technical reasons, or any other reasons beyond its control, it could not comply with the normal development of the same, as established in these rules.

ORIGINALITY AND ASSIGNMENT OF RIGHTS.

- The participants declare that they are the sole holder of the moral and patrimonial rights of the author of the Naming submitted for qualification in the Contest. In this sense, it is established that it is original and unpublished, and it is the responsibility of the author to ensure that this is the case. The participants declare that it is the result of their personal creativity, that it is their own work and that the copyrights of third parties have not been infringed. In the event that any controversy arises in relation to the rights that fall on it, the participants undertake to hold ALHAMBRA harmless from any economic or any other kind of damage due to any judicial or extrajudicial claim that this may cause.

- Participants declare that the work/name/trademark has been commissioned by ALHAMBRA and for the purpose of participating in the Contest, and therefore, by participating in the Contest, they express their acceptance of these rules and regulations and transfer to ALHAMBRA all the economic rights over the work, exclusively, free of charge, in perpetuity and with global scope. Likewise, they authorize ALHAMBRA to request the registration of the work/name/trademark in the copyright registry, for the defensive purposes that this implies. Likewise, ALHAMBRA may initiate any legal action or administrative procedure against third parties who infringe the rights protecting the work. The transfer of economic rights mentioned in the previous paragraph includes, but is not limited to, the rights to carry out, authorize or prohibit the reproduction, public communication, distribution, translation, adaptation, arrangement, transformation, modification and, in general, any other form of use.

- **INTELLECTUAL PROPERTY AND RIGHTS OF REPRODUCTION** The participants declare that they are aware that the name assigned to the new guitar, as well as the logo and other elements that make up the same, have not been previously registered and will be registered as a trademark by ALHAMBRA, and therefore waive any action that seeks to hinder or prevent this purpose".

- The participants acknowledge that they do not have any rights or prerogatives over the Naming or distinctive sign, which may be registered as a trademark in favour of ALHAMBRA or the persons, legal or natural, that it deems appropriate. Likewise, the organizer reserves the right to modify, if necessary, the same.

EVALUATION PROCESS OF PROPOSALS AND SELECTION OF THE WINNER

The evaluation and selection process will consist of 2 stages: Stage 1: Admission of the proposals received and verification that they comply with all the conditions set out in the terms and conditions. Stage 2: Review of the proposals that have passed stage 1 and that meet the criteria indicated. Selection of the winner. the proposals that have reached this stage will be evaluated by the Management Committee, made up of the CEO and the members of the Marketing and Sales departments

Evaluation criteria. The following criteria will be considered in the evaluation:

- Originality of the name: 60%
- Coherence of the name and image of the guitar General aesthetics: 40%

The proposals that will be delivered to the Management Committee will not contain the details of participants, so that anonymity guarantees neutrality in the qualification. The decision will be final and, where appropriate, may declare the prize void if it considers that no proposal meets the appropriate requirements. If there is more than one proposal with the same name, only the one that came first will win the prize.