



CONTEST

"BEST TUIT #WORLDROADDAY"

OCTOBER 11th, 2020

CONTEST RULES

1. Organizing entity

The entity World Road Day SL, founded in Spain, as the organizer of the global event "#DíaMundialde la Carretera" "#WorldRoadDay", develops different initiatives and activities, of analogical and digital nature, every October 11 since 2018 to promote the event. Among these activities, in the 3rd edition of the event that will be held on October 11, 2020, announces the contest referred as "Best Tweet #WorldRoadDay"

2. Requirements for participation.

- a. All individuals and / or organizations, who have a user profile on the social network Twitter and are followers of the corporate account of the organization convening this award (@worldroadday) on this social network, may participate in the Contest.
- b. To participate, it is not necessary that, in the name of the Twitter account, the real name (or reference to the name) of the owner of the associated account appears. However, the real name of the winner will be requested, this being an essential requirement to deliver the prize.

3. Prize.

The prize for the winner will be € 250 (Two Hundred Fifty Euros) which will be transferred to the recipient's bank account. The convening entity will not be responsible for the fiscal costs or fees that the economic transfer to the country of destination may entail.

4. Dynamics of the contest

- a. Writing an original tweet, with a theme associated in its broadest sense with the road, which includes the hashtag #WorldRoadDay in its text, without prejudice to the appearance of other hashtags in it.
- b. The content of the text must be written totally or partially in any language (except Spanish).
- c. The tweet may be associated with an allegorical image or video of the text, related to the road. The audiovisual information attached to the tweet must be original by the author himself, or not being original, it must be free of use rights according to a



Creative Common (or similar) license of the original author of the types that are currently authorized to make use of it and according to the requirements specified by the author himself in his work. Those tweets, which do not comply with the requirements of the original authors of the associated audiovisual content, will not participate in the selection thereof.

- d. All tweets that are published between 00:00 a.m. and 11:59 p.m. on October 11, 2020, from the country of origin of the issuing Twitter account will be considered valid.
- e. There will be no limitation on the number of tweets that can be issued from the same account to compete. All those tweets that meet the aforementioned requirements will attend the contest.

5. Selection of the Winning Tweet

The winning tweet will be the result of a first selection of the 5 best tweets made by an Expert Assessment Committee in digital communication, and later the Ambassadors of each country associated with World Road Day, will finally choose the winner from among those 5 selected tweets.

6. Assessment criteria

To assess the published tweets that meet the criteria described above, the following criteria will prevail:

- a. Originality of the published text.
- b. Promotion of the values associated with the World Road Day project.
- c. Quality and originality of the audiovisual image attached to the tweet.
- d. Impact of the tweet for the audience.

7. Communication of the Winning Tweet

The communication of the winner will be made publicly through the website of World Road Day S.L. www.worldroadday.org and through the social network Twitter.

8. Data protection.

The personal data provided during this contest, will be incorporated into an automated file whose manager is World Road Day S.L., and whose purpose is the organization of this contest and communication of future activities that the organization has.

The participants in this contest may exercise, in relation to their personal data, the rights of access, rectification, cancellation and opposition to treatment, by sending a private tweeter message to the @WorldRoadDay account

9. General conditions

World Road Day S.L. reserves the right to cancel, suspend and / or modify the contest, in whole or in part, in the event of fraud, technical failures, jury disagreement, or that any other factor



beyond the reasonable control of the organizer prevents the integrity or the proper functioning of the contest.

The contest could be sponsored by those sponsors who request it, and after prior agreement with World Road Day S.L. In the event that there were sponsors of the contest, both parties will agree according to their own interests the conditions of said agreement regarding the promotion of the brands that participate in the sponsorship.

