



# FC BARCELONA

RULES DIRECTED TO THE "CULERS"  
"Dani Alves Jersey"  
(-Sports season 2021/2022-)

RULE 1. SCOPE.

FUTBOL CLUB BARCELONA, with address in Calle Aristides Maillol, s/n, 08028, Barcelona, and with CIF number G-08,266,298 (henceforth referred to as, FC BARCELONA or the CLUB) will organise an activity known as "Dani Alves Jersey" (hereinafter the "Activity") directed solely and exclusively to Culers and subscribers of the Culers newsletter, or in its defect, to those who complete the subscription process for such purposes, and who participate according to these rules.

The way to participate in the activity and its workings will be communicated and promoted through the official website ([www.fcbarcelona.es](http://www.fcbarcelona.es)) and on the social networks of FC BARCELONA, as well as through other FC BARCELONA communication channels.

Of the participants, one (1) winner will be chose through the draw described in Rule 5. The winner will receive the prize according to Rule 6.

In relation to the points previously stated, in the case of underaged participants, their participation in each and all of the corresponding phases described in these Rules (acceptance of the Rules, participation requirements, working of the action, acceptance of the prize, etc.) must be supervised always and in all cases by the person exercising their representation rights and legal guardian (father, mother, legal guardian, etc.). As such, in accordance to the previously stated, FC BARCELONA understands that the consent and corresponding authorizations that are compulsory and must follow (acceptance of the rules, acceptance of the prize, participation requirements, , image rights, acquisition and treatment of personal data , litigation, etc) will be considered as accepted to all ends and without reservations by the people exercising their representations, protection and legal guardianship in their name and FC BARCELONA will not hold any responsibility with regards to this.

RULE 2. PERIOD OF PARTICIPATION and PUBLICATION OF THE RULES.

The participation period, it will be activated on November, 2021.

These rules will be published on the official website of the CLUB ([www.fcbarcelona.es](http://www.fcbarcelona.es)) with the aim of letting all participants know about the mechanism of participation and the workings of the action and draw.

RULE 3. AUTHORIZATION FOR USE OF PERSONAL DATA.

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a) DATA PROCESSOR: Your personal details shall be processed by FC Barcelona, located in Barcelona, at Aristides Maillol s/n, 08028, Barcelona and with Spanish Tax Identification Number (NIF) G-08266298.

b) PURPOSES: Your data shall be processed for purposes of managing your participation in the activity described as well as to give and publish your name in the case of being the winner. Also, if applicable, your data will be processed to register you as a Barça Fan and to send you the Culers newsletter, which will always be customized and adapted to your interests.

c) COMMUNICATION OF DATA: Your data shall not be transferred, sold, rented or made available in any other way to any third party, except to those which supply services to FC Barcelona, which perform certain activities for the Club (such as sending the newsletter), but that in no case shall process the data for their own purposes. Some of these suppliers may be located outside of the European Union, as indicated in section 5 below.

If you wish to receive information from third parties, such as the FC Barcelona Foundation or its partners or sponsors, this information will always be sent by FC Barcelona, and we shall not provide them with any data, unless you have given us your express consent to do so.

d) AUTOMATED DECISIONS AND CREATION OF PROFILES: For some services, we may process your personal data using automated methods. This means that certain decisions are made automatically without human intervention. For example, we may segment you depending on whether you have any interest in certain sports sections of FC BARCELONA, or use our services, such as free Wi-Fi on our premises.

We may also create a profile by analysing your behaviour on the web, showing you products that may be of interest to you, based on the preferences you have shown through your browsing, or information obtained through cookies.

In addition, if you have agreed to receive commercial communications, these may be adapted and customized according to the interests of the users, either based on the products and services requested, or based on the data that we can deduct or obtain from your browsing, interest in certain contents or reaction to our communications, among others.

This personalization is conducted in a partially automated manner, in the sense that the Club determines the parameters of the personalization, but it is the technological platform that generates the user's profile. **We do not send general communications that are not segmented by the previous procedure, since we consider it to be in the interest of both the Club and the users of the Culers program for the information that is sent or received to be relevant, and because not segmenting would not alter the number of communications received by the Culers program, but only**

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the content of these. In this regard, if any user of the Culers program does not wish to be segmented, we ask them to refrain from subscribing to the Culers program's communications.

e) INTERNATIONAL TRANSFERS: FC Barcelona, as an international organisation, has international suppliers that may provide their services from outside the EU, so it is possible for users' data to be processed outside the European Union or the European Economic Area (for example, the supplier of newsletter delivery, data storage, management of requests for information or member services, etc.).

In any case, the Club will ensure that this data processing is always protected with the appropriate guarantees, which may include:

- Standard EU approved clauses: These are contracts approved by the European regulator, and which provide sufficient guarantees to ensure that the processing complies with the requirements of the European General Data Protection Regulation.
- Third party certifications: For example, Privacy Shield, the framework agreement between the EU and the United States that establishes a standardized framework for data processing according to the requirements of the European General Data Protection Regulation.

f) DURATION OF THE PROCESSING: All of the data that you provide to subscribe as a Barça Fan will be processed until the Club considers that, by any means available according to the technology available at any time, you are no longer interested in its products. In any case, you may unsubscribe as a Barça Fan at any time.

All of the data that you provide during your participation in the action will be processed for the time required to complete the action.

After the term indicated in the first paragraph of this section, FC Barcelona shall withhold your duly anonymized data for statistical purposes or market analysis, whenever possible, or duly blocked to comply with any legal obligation of the Club.

g) EXERCISE OF YOUR RIGHTS: At any time, you may revoke your consent to any of the uses of data indicated above.

Likewise, you may exercise your rights of access, rectification, deletion, opposition, limitation or portability through written communication addressed to Avda. Aristides Maillol, S/N, 08028, Barcelona (Spain), with the reference "Personal Data", or by email to [proteccio.dades@fcbarcelona.cat](mailto:proteccio.dades@fcbarcelona.cat)

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If you have any questions about how we process your personal data, or about any other issue related to the matter, you may contact our Data Protection Delegate at Avda. Aristides Maillol, S/N, 08028, Barcelona (Spain), with the reference or for the attention of the "Delegado de Protección de Datos", or by email to the address [dpo@fcbarcelona.cat](mailto:dpo@fcbarcelona.cat).

Additionally, you may file a claim to the competent Governing Authority if you consider FC Barcelona to have processed your data in breach of this Privacy Policy or any other applicable regulations.

## RULE 4. REQUIREMENTS AND PARTICIPATION MECHANICS.

All those interested in participating, regardless of their status as FC BARCELONA members, must meet the requirements detailed below:

- a) Log in as Barça Fan. If the participant is not Barça Fan, they must obtain this condition through the corresponding registration process.
- b) Be subscribed to the Culers newsletter or, failing that, register accepting the aforementioned newsletter.
- c) Each participant will have one (1) unique participation in the draw and, therefore, will only be able to make one (1) registration. Any duplicity will be detected by a computer security system, so that only one (1) registration per participant will be admitted, and the additional registrations that the same person could make will be cancelled.
- d) One (1) single file resulting from the correct "participation record" will be created, as stated and indicated in the present database, regardless of the language in which said participation is carried out.

## RULE 5. DRAW MECHANICS.

- a) In the event that there is no participant, it will not be necessary to hold the draw, which will be declared automatically cancelled.
- b) In the event that there is only one (1) participant in the action, it will not be necessary to draw, for such participants will automatically have the status of winner. Therefore, this person will be awarded the prize directly, without the need of a draw. Otherwise, it will be necessary to draw, only among the participants who have registered correctly in the action covered by these bases, of which one (1) winner is to be chose. Therefore, participants who have not entered the action correctly will be excluded from the draw.

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d) All the participants will be assigned a sequential number according to the chronological order of participation, in order to have a consecutive number range (eg from 1 to 50).

e) The draw, if applicable, will be made through a computer system that from a computer-selected random combination, will randomly choose eleven (11) numbers from those assigned to participants who have been properly registered in the action. The first will have the status of "winner" and the ten (10) remaining, the condition of "reserves".

f) The draw will be held before a notary, on December 1, 2021.

g) Once the draw has been held, the notary will close the minutes in which the participants' identification (number for the draw) of the winner, as well as the reserves, shall be identified.

h) The result of the draw will be communicated to the winner through contact by the email provided by the latter for the purpose of participating in the action, as well as information regarding the logistics for the collection of the prize.

i) With their participation in the present action, the participants of legal age and, in the case of minors, their parents or their legal representatives of legal age who have or are assigned the legal guardianship of them, EXPRESSLY ACCEPT (i) the present rules and, (ii) that in the event that he/she is winner of the action, he/she will receive an email sent by FC BARCELONA to the email address provided by them for the purpose of participating, which will serve as a means of proof, to all effects, of the communication made by FC BARCELONA, informing about said condition. This contact will take place during the week after the draw. If it is not possible to contact the winning participant within 24 hours (24 hours), from the moment of the first communication, for any reason or circumstance outside the CLUB' control, the winner will lose their right to the prize, with it being awarded to the first reserve and so on.

j) The participant who wins the prize must accept it, or in the case of minors, their parents or legal representatives of legal age who hold their legal representation and who must declare their acceptance or waiver of the prize. In the first case, the instructions provided by the CLUB with regard to the delivery logistics and, where appropriate, the collection of the prize should be strictly followed.

## RULE 6. PRIZE.

The winning participant will receive the prize the first team jersey of the FC BARCELONA signed by Dani Alves.

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In no case will the prizes include any other concept than the one described above.

## RULE 7. AWARD ACCEPTANCE.

The winner (and in the case of minors, their legal representatives), having been informed of their status as a winner, must give an express response by e-mail, prior to delivery and, where appropriate, receipt of the prize in question, indicating (i) their acceptance or (ii) their waiving of the prize awarded to them, so that:

a) In case of acceptance, the prize can be delivered under the conditions that the CLUB will indicate to the winning participant, signing a document that will contain the express acceptance of the prize that corresponds to them and the reception thereof with conformance, declaring not to have anything to claim or demand from FC BARCELONA. If the winner is a minor, their legal representatives must accept the prize on their behalf, subject to the terms and conditions detailed in the previous paragraph.

In case of acceptance, the Barça Fan must:

- Indicate their name, surname, telephone number and postal address.

b) In the case of waiving or non-acceptance of the prize, this must be stated in writing. In this case, the CLUB will state that the aforementioned prize cannot be exchanged for another or for its cash value, with the first participant in the list of reserves automatically becoming the winner, granting them the aforementioned prize, following the same procedure, and so on.

## RULE 8. IMAGE RIGHTS

Regarding the winner, under the terms established in these rules and, in the case that he/she is a minor, his/her legal representatives give their express consent to FC BARCELONA, under their absolute responsibility and for all purposes, to take their image (including their image, name and voice) through photographs and/or audio-visual recordings that may be made, individually or jointly through CLUB staff, or by third parties authorized by these entities, at the time of delivery of said prize and/or its celebration, for advertising purposes, as well as the participation in possible interviews and/or reports that may be made; For such purposes, FC BARCELONA will be authorized to make use, indefinitely and in any part of the world, of the aforementioned graphic and/or audio-visual material, and copies thereof, in whole or in part, for promotional events and/or information relating to this promotion, or others, in any of the communication assets of FC BARCELONA, either directly or through third parties to those who authorize or entrust their realization, the winning participant waiving any compensation and/or claim under any circum-

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stance, for the taking of said photographic images and/or audio-visual recordings, their conservation and the transfer of their exploitation rights. According to the above, the mediums, advertising and promotional assets, current and/or future, in which the image of the winning participant may appear (either individually or collectively), are and will be owned by FC BARCELONA.

All participants state that they hold all the rights and legitimations necessary to grant these assignments and authorizations and will respond to any claim by third parties that FC BARCELONA may receive regarding the use of the image here authorized.

## RULE 9. REGISTRATION OF THE RULES WITH A NOTARY.

The rules of this action will be registered with a Notary Public of the Illustrious College of Notaries of Catalonia past the state of alarm decreed by the Government of Spain.

## RULE 10. ACCEPTANCE OF THE RULES.

Participation in this action implies express and unreserved acceptance of:

- a) the present rules.
- b) the mechanics of participation and of the draw.
- c) the use and processing of personal data of the participants under the terms established in these rules.
- d) the use, diffusion and publication of the photographs and/or audio-visual recordings under the terms established in these rules. In case of divergence regarding the action and/or on the interpretation of these rules, competence to hear disputes that may arise will belong to the Courts and Tribunals of the city of Barcelona, so that participants in this action expressly waive their right to any other jurisdiction that may apply.

In the case of minors who participate in the action, they will always do so with the consent of their parents and/or a person of legal age who holds guard and custody over them.

## RULE 11. COMMUNICATION OF THE ACTIVITY.

Communications regarding the activity and the draw, if applicable, as well as the process thereof, will be described in FC BARCELONA media, as for example the official CLUB website ([www.fcbarcelona.es](http://www.fcbarcelona.es)), where these guidelines will also be published.

The winner will receive communications by email sent to the address provided for the purpose of participating in the activity and subject to these rules.

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