

RULES FOR BARÇA FANS

“The Fans Ask Luis Suárez”

(2014/2015 Sports Season)

RULE 1. SCOPE AND PERIOD OF PARTICIPATION

FÚTBOL CLUB BARCELONA (hereinafter, “FC BARCELONA” or “the CLUB”) is to promote an activity named “The Fans Ask Luis Suárez” (hereinafter, “the activity”), which is aimed at all those who wish to take part in it in accordance with the terms and conditions established herein, regardless of whether they are members of FC BARCELONA or officially registered “Barça Fans”.

The activity will begin on 11 December 2014 and end on 18 December 2014. All those who wish to take part in the activity must:

- a) Record a video of themselves in which they ask Luis Suárez a question, in accordance with the requirements established in Rule 4.
- b) Send the video to FC BARCELONA along with their personal details (full name, town/city and country of residence) to the following email address: fcfans@fcbarcelona.cat.

From among the videos it receives which meet the criteria and requirements established in these rules, and in accordance with its own and exclusive criteria, FC BARCELONA shall choose those videos it considers most appropriate in order to: (i) publish them (if appropriate) in the “Barça Fans” section/area of the CLUB’s website (www.fcbarcelona.es); and/or (ii) incorporate them into the interview that FC BARCELONA will conduct with Luis Suárez, in order that he may personally respond to the questions asked of him in the videos chosen.

RULE 2. PUBLICATION OF THE RULES FOR THE ACTIVITY

These rules shall be published on the official website of FC BARCELONA (www.fcbarcelona.es) in order to make all those who wish to take part in the activity aware of how it works, how to take part and the mechanism through which the videos will be chosen.

RULE 3. AUTHORISATION FOR THE USE OF PERSONAL DATA

In accordance with the Personal Data Protection Act (Organic Law 15/1999 of 13 December - LOPD) and the Services for the Information Society and Electronic Commerce Act (Law 34/2002 of 11 July), FC BARCELONA hereby informs those who take part in the activity that the personal data and recordings they voluntarily submit via email (i.e. their full name, town/city and country of residence) pursuant to their participation in said activity:

- a) Will be entered into an automated database owned by FC BARCELONA.
- b) Additionally, the participants authorise and grant their express consent for FC BARCELONA to: (i) effect such communications as it considers appropriate in relation to the activity; (ii) make use of their image, publish and/or reproduce it via any of the CLUB’s digital channels; and (iii) use their personal data in order to inform them of any sporting, social and/or other events that the CLUB may organise or carry out pursuant to its statutory purpose, as well as sending them commercial offers and promotions related to the services and products of FC BARCELONA or its third-party partners, provided that the data used for said communication purposes is processed by FC BARCELONA directly or by an authorised third party that provides services to the CLUB.
- c) All the data comprising the aforementioned database is of a confidential nature and shall only be used under the terms and conditions established herein.
- d) Likewise, those participants who are of legal age (or, in the case of minors, their legal representatives) may at any time exercise their right to access, rectify and/or cancel their data by writing to the registered address of the owner of the database, namely FC BARCELONA, and enclosing a photocopy of their National Identity Card (DNI) (and also a photocopy of the minor’s DNI, if their legal representative is exercising the right on their behalf). The registered address to write to is as follows: Avenida Aristides Maillol, s/n, 08028 Barcelona; alternatively, they may send an email to lopd@fcbarcelona.cat, clearly specifying which right they wish to exercise and their reasons for doing so.

To the foregoing effects, in the event that any minors take an effective part in the activity, the corresponding and mandatory consent and authorisations shall be understood as granted to all effects and without reservation on the part of the legal guardian acting on behalf of said minor. FC BARCELONA shall be held exempt from all liability in relation to this matter.

RULE 4. MECHANICS OF PARTICIPATION

All those who wish to take part in the activity must comply with the mechanics of participation by meeting the following requirements:

- a) Record a video of themselves in which they ask Luis Suárez a question. The video must meet the following requirements:
 - i. It must have a duration of between ten (10) and twenty (20) seconds, have a maximum size of ten (10) megabytes and contain one (1) question for Luis Suárez.
 - ii. More than one participant can appear in the same video.
 - iii. Participants may submit as many videos as they wish, provided each video contains one (1) question.
- b) Send an email to fcfans@fcbarcelona.cat attaching the question video and specifying the full name, town/city and country of all the participants appearing the video.
- c) The recordings and questions must at all times respect the values of FC BARCELONA, its honour and its prestige, as well as respecting the right to privacy and honour and the image rights of those who appear in them. In this respect, and in accordance with its own and exclusive criteria, FC BARCELONA reserves the right to: (i) eliminate, and thereby exclude from participating in the activity, any recordings which may be considered offensive, defamatory, obscene, xenophobic, inciteful to violence or which may in any other way be deemed harmful to morality, public order, basic rights, etc.; and (ii) claim compensation for any damage and losses (including moral damage) that the above action may cause the CLUB. FC BARCELONA shall also have the right to communicate such circumstances to the appropriate administrative and/or judicial authorities, so that the perpetrator(s) of said action may be held liable for the administrative, civil and/or criminal consequences that apply to the infringement, offence or crime they may have committed.
- d) Given that, in order to take part in this activity, the participants must voluntarily submit the videos in which they appear (either individually or with others), they shall bear direct and exclusive responsibility for their image rights and the exploitation of same. For minors, said responsibility shall be borne by their legal guardians.

Furthermore, pursuant to their participation in the activity, the participants authorise FC BARCELONA to make use of the image(s) and/or recording(s) they submit to the CLUB and to publish and/or reproduce them via any of its official communication channels in order to promote and publicise this activity and any others that may be carried out in accordance with the CLUB's statutory purpose, expressly renouncing any remuneration or compensation in relation to same.

To the foregoing effects, in the event that any minors take an effective part in the activity, the corresponding and mandatory consent and authorisations shall be understood as granted to all effects and without reservation on the part of the legal guardian acting on behalf of said minor. FC BARCELONA shall be held exempt from all liability in relation to this matter.

- e) Moreover, participants who send videos to FC BARCELONA (or, in the case of minors, their parent or legal guardian) declare and guarantee that they are the exclusive holder of any and all industrial property rights regarding said audiovisual recordings, and thereby grant the CLUB a free, non-exclusive licence over said recordings that will permit the use, publication and/or exploitation of same in full or in part, including reproduction, distribution, publication, public access and transformation (including the synchronisation of the recording with music and/or its adaption to any format), pursuant to any form of exploitation and via any medium, for a worldwide audience and for the longest possible duration provided for in the revised text of the Spanish Intellectual Property Act.

5. MECHANICS OF SELECTION FOR THE CHOSEN VIDEOS

- a) By taking part in this activity, those participants who are of legal age (or, in the case of minors, their parent or legal guardian) expressly accept these rules and, therefore, the mechanisms of participation and selection for the chosen videos.
- b) During the period of participation (11 to 18 December 2014) all the question videos received shall be subjected to an evaluation by FC BARCELONA, which shall select those it considers to be most appropriate. The selection shall be made by a panel made up of FC BARCELONA employees and shall be based on criteria such as: (i) the video's preparation; (ii) the video's originality; (iii) how interesting the question is; (iv) its novelty factor; (v) creativeness; etc.

The videos selected during this first phase may be published in the "Barça Fans" section/area of the CLUB's website (www.fcbarcelona.es).

- c) Subsequently, during the first (1) week following the termination of the period of participation (i.e. after 18 December 2014) a panel made up of FC BARCELONA employees shall make a second selection from among all the question videos received, selecting those it considers to be most appropriate. The selection shall be based on criteria such as: (i) the video's preparation; (ii) the video's originality; (iii) how interesting the question is; (iv) its novelty factor; (v) creativeness; etc.

The videos selected during this second phase shall be incorporated into the video interview conducted with Luis Suárez and produced by FC BARCELONA, so that Mr Suárez can respond personally to the questions asked of him by the participants in the chosen videos.

- d) The videos must meet the requirements established in Rule 4 above. Otherwise, they shall be automatically excluded from the activity and will not have the option of being published on the CLUB's website or incorporated into the video interview conducted with Luis Suárez.
- e) The decision to include a video in the video interview conducted with Luis Suárez shall be communicated to the senders of said videos by means of an email to the email address they used in order to participate in the activity. The details (full name, town/city and country of residence) of the participants selected shall be published on the official website of FC BARCELONA (www.fcbarcelona.es) and/or included in the video interview conducted with Luis Suárez.
- f) The communication sent by FC BARCELONA under the terms of paragraph (e) above shall serve as proof, to all effects, of the communication sent by the CLUB in order to inform the participants of their selection.
- g) If a participant has submitted a video that has been chosen for publication on the CLUB's website and/or inclusion in the interview conducted with Luis Suárez, and wishes to retract said video and withdraw their authorisation for said video to be used and/or published by FC BARCELONA, they must inform the CLUB of such within a maximum of twenty-four (24) hours by writing to fcfans@fcbarcelona.cat, duly identifying themselves and specifying the video they wish to retract.

RULE 6. EXCLUSIONS

Videos submitted by entrants who do not meet the conditions for participation laid out in Rule 1 and Rule 4 cannot be selected.

RULE 7. SUBMISSION OF THE RULES TO A NOTARY PUBLIC

The rules for this activity shall be submitted to a member of the Catalonia Association of Notaries Public.

RULE 8. ACCEPTANCE OF THE RULES

By taking part in this activity, participants imply that they understand it and grant their express, full and unreserved acceptance of:

- a) these rules.
- b) the mechanics of participation.
- c) the use and processing of their personal data under the terms and conditions established herein.
- d) the use, promotion and publication of the audiovisual recordings under the terms and conditions established herein.

In the event of any discrepancy regarding the activity and/or the interpretation of these rules, the legal competence to hear any legal action shall lie with the courts and tribunals of the city of Barcelona. The participants of this activity expressly renounce any other jurisdiction that may apply.

RULE 9. ERRONEOUS INFORMATION

In the event that the information provided by a participant is found to be erroneous, for any reason or circumstance unrelated to the CLUB, and it is therefore not possible to correctly identify and/or contact said participant, FC BARCELONA shall be exempted from any corresponding liability.

RULE 10. COMMUNICATION REGARDING THE ACTIVITY

Communication regarding this activity and its mechanisms of participation shall be provided via FC BARCELONA's communication channels (such as its official website, www.fcbarcelona.cat), where these rules can also be consulted.