

"ISEGG Challenge" Rules and Regulations

The **"ISEGG Challenge"** is a pastime which is an initiative of the **Department of Marketing and External Relations (DMRE)** of **ISEG – Lisbon School of Economics and Management of Universidade de Lisboa**.

The main objective of this competition is to strengthen ISEG's online presence, as well as to contribute to increasing the "engagement" by its community in social networks.

The challenge for the ISEG community over the next 10 (ten) days is to participate in a type of digital "Easter egg hunt" in ISEG's online communication channels, including social networks and the website. This activity will be carried out exclusively in English and is based on the clues which are identified on a purpose-made form where each participant has to correctly answer the questions, which is available on <https://forms.gle/Rsv3i3a7wM5X3h6o9>.

Each correct answer is worth a certain amount of points. Each participant is awarded a total score, based on the number of correct answers and a submission confirmation is issued, which registers the date, hour, minutes and seconds of the submission of the form.

The form can only be submitted after the last question of the ISEGG Challenge is made available on the 10th of April. Participants have until **23.59 on the 11th of April** to submit the form. Any submission made after this deadline will be considered invalid.

Each form submitted corresponds to one participant and a single participation. Each participant is only entitled to participate once. If the same participant submits more than one form, then only the last form submitted will be considered.

ISEG is offering prizes for the top 10 (ten) scores. The top 3 (three) will receive 3 (three) different prizes which are described further below, and the remaining top 7 (seven) scores will receive another type of prize, which is yet to be defined.

The competition will run from the **2nd to the 11th of April, 2020** and the winners will be announced on the 12th of April, 2020, on ISEG's online communication media.

By participating in this competition, each participant agrees with these Rules and Regulations and accepts being subject to them.

1. Description of the Competition

- a. The **"ISEGG Challenge"** is an initiative of the **Department of Marketing and External Relations (DMRE)** of **ISEG** and is destined for all those who wish to participate.
- b. The competition is not publicly associated with any social network, apart from those which publicise or contribute to its operation in any way.

- c. All those who follow at least one of ISEG's social networks are eligible to participate (Facebook, Instagram, LinkedIn, or TikTok).
- d. The challenge is to participate in a digital "Easter egg hunt", where ISEG communicates clues over a period of 10 (ten) days, and participants can answer 8 (eight) questions, using the purpose-made form.
- e. It is expressly forbidden to assume the identity of another person or to act illegally in the name or as a representative of another person.
- f. ISEG reserves the right to invalidate any submissions which are considered to be offensive (e.g., explicit material, incitation to violence, insults, or that which could hurt certain feelings).

2. Participation in the Competition

- a. Participation in the competition implies that the participant complies with all the pre-requisites described in these Rules and Regulations.
- b. To be able to compete, each participant must:
 - 1. Be a follower of at least one of ISEG's (afore-mentioned) social networks.
 - 2. Answer all the question on the purpose-made form.
 - 3. Submit the form within the stipulated period (from the 10th of April up until 23.59 on the 11th of April).
- c. Each participant is only entitled to participate once. If the same participant submits more than one form, then only the last form submitted will be considered.
- d. Each correct answer will be awarded a score (up to 5 points), with an incorrect answer being worth 0 points.
- e. Each form submitted will be attributed a submission confirmation, which registers the date, hour, minutes and seconds of the submission.
- f. The winners will be determined by the ranking of the results, based on the number of correct answers submitted by each participant. In the event of a tie, the order in which the forms were submitted will be taken into account. In the case of submissions with an equal number of correct answers and with the same date, hour, minutes and seconds for the submission of the form, then the Department of Marketing and External Relations (DMRE) of ISEG will decide who are the winners.

- g. To choose the winners, the final score of each participant (based on the number of correct answers) will be considered as the main selection criterion, and, in the event of a tie, the order of submission of the form will be taken into account.
- h. The assessment panel of the pastime is comprised of members of the Department of Marketing and External Relations (DMRE) of ISEG.
- i. Having chosen the winners, the Department of Marketing and External Relations (DMRE) of ISEG will notify the winners and arrange the delivery and handover of the respective prize.

3. Prizes

- a. The names and scores of the winners will be communicated on ISEG's online media.
- b. The top 10 (ten) winners will receive a prize (which is yet to be defined).
- c. In addition to the above-mentioned prize (which is yet to be defined), the top 3 (three) winners will receive the following prizes:
 - i. 1st Prize – an ISEG sweatshirt, subject to the sizes and colours in stock.
 - ii. 2nd Prize – an ISEG backpack, with an ISEG pen.
 - iii. 3rd Prize – an ISEG polo shirt, subject to the sizes and colours in stock.
- d. The prizes cannot be exchanged for money.

4. Delivery and Handover of the Prizes

- a. The Department of Marketing and External Relations (DMRE) of ISEG is responsible for getting in contact with the respective winners of the ISEGG Challenge competition.
- b. The Department of Marketing and External Relations (DMRE) of ISEG will suggest the most effective way to deliver the prizes in such a way as to minimise constraints for all those involved.
- c. Should a winner fail to reply to the contact made by the Department of Marketing and External Relations (DMRE) of ISEG by a deadline of 5 (five) days after the original attempt to make contact, the award of the prize will be annulled and the prize will be awarded to the next-ranked participant.

5. Disqualification factors

- a.** Any participant who fails to comply with the terms of these Rules and Regulations will be disqualified from participating in the competition without prior notice.
- b.** ISEG reserves the right to disqualify from participating in the competition, without prior notice, those who:
 - i.** assume a false identity, or who present false, imprecise, or incomplete data;
 - ii.** attempt to defraud, complicate, or impede the smooth operation of the competition;
 - iii.** fail to comply with all the factors required to be eligible to be a participant.

6. Privacy and Personal Data Protection

- a.** To be eligible to participate, participants must complete the form and answer the questions on the same form.
- b.** The omission and/or inaccuracy of data provided by participants is their own and entire responsibility.
- c.** By competing, participants authorise that the data provided during their participation in the competition can be collected and processed by ISEG for the purpose of contacting and awarding prizes to the winners, whilst ensuring their confidentiality and security, under the terms stipulated in the General Data Protection Regulation.

7. Alterations to these Rules and Regulations

- a.** ISEG reserves the right to change, suspend, or cancel the competition, in situations of force majeure, with no obligation to provide compensation for the participants.
- b.** ISEG reserves the right to amend these Rules and Regulations without the need for prior notice, with the new rules and regulations becoming effective immediately after their disclosure. If you would like to make a suggestion or have any doubt which you would like to be resolved in private, please send an email to marketing@iseg.ulisboa.pt.