

Rules and Regulations for the “ISEG Buddy” Ambassadors Programme

1. DESCRIPTION OF THE PROGRAMME

- 1.1. The objective of the following terms and conditions is to regulate the "ISEG Buddy" Ambassadors Programme (hereinafter referred to as "ISEG Buddy"), which is promoted by ISEG - Lisbon School of Economics and Management, with head office at Rua do Quelhas 6, 1200-781 Lisbon. All participants (ambassadors) are subject to the following terms and conditions which they must agree with and expressly accept to be unreservedly subject to.
- 1.2. ISEG Buddy, which was developed by ISEG's Department of Marketing and External, establishes a direct collaboration between the department and the ambassadors (students and alumni), with the objective to promote the School and its educational offer, via an online platform called Unibuddy, which enables virtual interaction.

2. THE UNIBUDDY PLATFORM

- 2.1. The Unibuddy platform is a service operated by Unibuddy Ltd, based at 5 New Street Square, London, United Kingdom, EC4A 3TW, which provides an integrated chat via a widget on the School's website and enables potential interested parties and ambassadors to communicate with each other. In summary, it enables virtual interaction with potential interested parties for the sharing of knowledge and experiences regarding academic life at ISEG.
- 2.2. All users commit to stipulated standards of communication. Each ambassador's contributions must be accurate, factual (i.e., they must not invent facts), genuine, and in keeping with their views. Contributions should not be: defamatory, obscene, or offensive; encourage hatred; promote sexually-explicit language or materials; promote violence or discrimination based on gender, sex, religion, nationality, disability, sexual orientation, or age; infringe or violate copyright or trademarks; defraud anyone or promote illegal activities; threaten, abuse, or invade the privacy of others; be likely to harass, cause anxiety, or embarrass others; be used to misrepresent the identity of others or promote illegal acts.
- 2.3. All users are subject to the terms of use of the platform provided by Unibuddy Ltd, which also include a Privacy Policy – which defines the terms of the processes for the collection and storage of all data, and a Use Policy – that defines which uses are permitted and are prohibited by the company in question, which is applied to all those who use the platform or who visit it.
- 2.4. All users must use the platform for lawful purposes only. They should not use Unibuddy should they intend to: (a) infringe local, national, or international laws or regulations; (b) act illegally or fraudulently, or cause harm to others or minors; (c) send, receive, use, or reuse any material that is not compatible with the provisions of these Regulations; d) send or try

to receive unsolicited or unauthorized advertising or promotional material (spam); e) send or receive data or material containing viruses, phishing scams, spyware, or other harmful programmes specifically designed to damage computers' operation, software, or hardware.

2.5. All users agree not to reproduce, duplicate, copy, or resell any part of the Unibuddy platform and not to access without authorization, interfere with, or damage any part of the platform, equipment, networks, or software used to host Unibuddy, as well as any equipment, network, or software that is made available to and is used by third parties.

3. ENROLMENT CONDITIONS

3.1. ISEG Buddy is designed for use by all current ISEG students and ISEG alumni who acknowledge and accept all the paragraphs of these Rules and Regulations. Those who have no relation whatsoever with ISEG will not be admitted to participate in the Programme.

3.2. All interested parties who wish to apply for the programme must meet the following criteria: be a student enrolled in one of ISEG's 1st, 2nd, or 3rd Study Cycle, be aged 18 (eighteen) or older, or be an alumnus of ISEG's 1st, 2nd, or 3rd Study Cycle.

3.3. All interested parties must enrol online, using the respective online form ([here](#)), filling in the required fields (full name, E-mail, relation with ISEG [Student or Alumnus], study cycle, degree). Enrolment implies consenting to the use and processing of data in accordance with Article 13 of the General Data Protection Regulation (RGPD) for purposes specified in Paragraph 5 of these Rules and Regulations.

3.4. All applications will be received and analysed by ISEG's Marketing and External Relations Department, which in turn will communicate its final opinion to the applicant by email. If necessary, interviews may be held to assess the availability of the applicant in more detail.

4. CONDITIONS FOR PARTICIPATING

4.1. Having been admitted to ISEG Buddy, all ambassadors have to undergo an initial training, which is delivered by Unibuddy online, with the objective to get to know the platform, its functionalities, and the recommended way to communicate.

4.2. All ambassadors receive an invitation to create their access and profile on the platform, which they can subsequently access via their computer or mobile (app). All ambassadors are attributed to the respective study cycle and degree that they are either studying (in the case of actively-enrolled students), or have completed (in the case of graduate students). They can thus easily be identified by potential interested parties, who are able to choose with whom they prefer to interact, according to their affinity or interest in a particular degree.

- 4.3. After the initial training and the creation of the profile, ambassadors can start chatting with those students and potential interested parties who get in touch through the Unibuddy chat, where they can ask all kinds of questions regarding ISEG and academic life, such as: the educational offer, associations, study methods, books, and events (institutional or parties), among others. Ambassadors can reply to requests for interactions that they receive on the Unibuddy platform, and they can also view all past interactions.
- 4.4. Ambassadors undertake to contribute actively to ISEG Buddy, in compliance with the terms and conditions of these Rules and Regulations. Should they resign or fail to comply with these Rules and Regulations, then ISEG's Marketing and External Relations Department reserves the right to terminate the ambassador's collaboration, with immediate effect.
- 4.5. When their collaboration with ISEG's Marketing and External Relations Department comes to an end, all ambassadors receive a Certificate of Participation in ISEG Budd, which includes a breakdown and quantification of all the hours dedicated to the programme.

5. PROCESSING OF PERSONAL DATA

- 5.1. ISEG's Marketing and External Relations Department is responsible for the processing of personal data in the context of the operation of ISEG's Buddy Ambassadors Programme, namely for enrolment, its dissemination, and all contact with the ambassadors.
- 5.2. Ambassadors' personal data described in Paragraph 3.3 will be processed for the purpose of enrolment, dissemination of ISEG Buddy, and contact with the ambassadors, in accordance with the implementation of the programme and the contractual relationship established.
- 5.3. The data collected will be kept up until 30 days after the end of the contractual relationship established with the ambassadors, and will then be deleted at the end of this period.
- 5.4. Under the terms of the legislation in force, the right to the access, rectification, limitation, portability, and deletion of personal data is guaranteed, with data subjects having the right to exercise any of the above-mentioned rights by sending an email to marketing@iseg.ulisboa.pt. The data subject also has the right to lodge a complaint to the CNPD, should he/she believe that the processing of his/her data by ISEG's Marketing and External Relations Department violates the law in force.
- 5.5. The data may be transmitted or accessed by the provider Unibuddy Ltd, which is responsible for the operation of the platform. ISEG's Marketing and External Relations Department accordingly commits to ensure that the provider complies with the relevant technical and organisational measures for the processing of the data in question.

Lisbon, 5th January, 2023