

INSTAGRAM COMPETITION – MACBA 20TH ANNIVERSARY

ORGANISATION:

The owner of this promotion is **MACBA** and its purpose is to organise an online photographic competition among its community of followers through the Instagram mobile social network. Any individual meeting the conditions stipulated in the following rules may participate.

CONDITIONS OF PARTICIPATION:

The competition is open to anyone over 18 years of age who has a public profile on the Instagram mobile application worldwide network and who follows our Instagram profile @macba_barcelona.

PROCEDURE AND PRIZES:

1. The theme of the competition is MACBA's 20th Anniversary. We want users to pay tribute to the Museum. In other words, users should take photographs of everything related to MACBA, the Museum, the artists and their values, and share them on the Instagram network.
2. To participate in the competition, users must identify their photograph with the hashtag #concurso20MACBA in its description when publishing it on Instagram. No prior registration in any application is required.
3. Only photographs consistent with the theme of the competition and including the hashtag in the description may be entered in the competition.
4. The competition is open to all photographs taken on 28/11/2015 and uploaded to Instagram before 12 midnight on 29/11/2015 with the hashtag #concurso20MACBA, and with the theme stipulated herein.
5. No photographs taken outside this period will be accepted.
6. Each individual may participate with as many photos as they wish within the competition dates, providing that they are in keeping with the theme of the competition.
7. Members of MACBA's Department of Communication will select and decide upon the four (4) finalist photos, taking into account their aesthetic and graphic value, and consistency with the theme of the competition.
8. On 1 December we will publish the four (4) finalist photos on our Instagram account. The winner will be the image with the most 'likes' before 10 am on 2 December.
9. MACBA will contact the winner via Instagram, leaving a comment on the winning photo, and/or by the means available to it that it deems appropriate, to inform the

winner.

10. If it proves impossible to contact the winner within two (2) days, the organisation will be free of any liability and may choose another winner.

11. The prize is a gift pack from the Museum including:

- One (1) 'Lawrence Weiner. Some Objects of Desire, 2004' t-shirt
- one (1) miniature piece of furniture from MOBLES JOAQUIMANDSON
- One (1) MACBA mug
- One (1) 'Keith Haring. Together We Can Stop AIDS, 1989' ruler
- One (1) *Miserachs Barcelona* catalogue
- One (1) Friends of MACBA pass
- One (1) MACBA 20th Anniversary bag

12. The prize cannot be exchanged for its cash value.

GENERAL CONDITIONS

1. Photographs will be disqualified if they do not comply with the stipulated conditions, or if despite complying with them they may infringe personal rights, or may be offensive or discriminatory.

2. MACBA also reserves the right to disqualify the photographs it deems inappropriate at its own discretion.

3. Participants in the competition must have an Instagram public account and comply with the conditions of that network. <http://instagram.com/legal/terms/>.

4. The organisers also reserve the right to report and request the removal of the picture if any image violates personal rights, is offensive or discriminatory.

5. The competitors assign the image rights to their photographs so that MACBA may use them in any of the communication and publication channels it considers necessary.

6. Acceptance of the prize by the winner entails giving their consent to the organisers to use their name and image in promotional material for advertising purposes relating to this campaign.

7. Participation in this promotion implies full acceptance of these rules and specific submission to the interpretative decisions made regarding them by MACBA.

PROTECTION OF PERSONAL DATA

1. By participating in the competition on Instagram, the participants accept that the contents and comments that are to be published on this network may be shared with other users of Instagram and other social networks.
2. Participation in a competition of this nature implies acceptance of the Instagram rules.

RESPONSIBILITIES

1. MACBA reserves the right to cancel any participation or any participant, if it suspects any improper manipulation of the data or the competition.
2. MACBA reserves the right to reject or exclude any participant who does not meet the requirements set out in these rules and terms of participation, or who contravenes the rules or objective of the competition, from participation in the contest and the promotion in general.
3. MACBA cannot be held responsible for any possible loss of data due to e-mail problems and/or malfunctioning of Instagram or the Internet.
4. MACBA also declines any liability for damages of any kind that, despite the security measures taken, may be due to the misuse of services and content by users, and in particular, although not exclusively, for all or any damages or losses due to the identity theft of a third party by a user in any kind of communication made through the portal.
5. The organisers also decline any responsibility for damages of any kind due to misuse, manipulation or mutilation of the general content of this page by unauthorised users or others, as well as the violation of intellectual property rights that may be created due to a failure to meet the requirements stipulated on this website.