

## CONTEST RULES

### “Hera Residences: New home on wheels”

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#### 1. INTRODUCTION

**ALCANCE ATRAENTE, LDA.** (hereinafter referred to as "ALCANCE ATRAENTE"), with head-office at Rua Latino Coelho, 13. 13-A e 13-B, 3rd floor, 1050-132 Lisbon, registered at the Commercial Registry Office of Lisbon under the single registration and company tax number 514619392, hereby represented by Inês Ramos e Fonseca, as manager, with powers to act, and **VANTAGEM GALOPANTE, LDA.** (hereinafter referred to as "VANTAGEM GALOPANTE"), with head-office at Rua Latino Coelho, 13. 13-A e 13-B, 3rd floor, 1050-132 Lisbon, registered at the Commercial Registry Office of Lisbon under the single registration and company tax number 514620200, hereby represented by Inês Ramos e Fonseca, as manager, with powers to act, jointly referred to as "PROMOTERS", will take place between June 23, 2021 and December 31, 2022, a contest called "Hera Residences: New home on wheels", which will follow the clauses below:

#### 2. CONTEST PERIOD

The contest will run from June 23, 2021, to December 31, 2022 (including).

#### 3. PARTICIPANTS

All individuals of legal age who purchase directly from the PROMOTERS at least one residential unit of the real estate project called "Hera Residences", located in the urban building described in the Conservatory of the Real Estate Register of Lisbon under number 2543/20061205 and in the urban building described in the Conservatory of the Real Estate Register of Lisbon under number 496/20061205, both in the parish of Lumiar, Lisbon (the "REAL ESTATE PROJECT") may participate in this contest.

The partners, administrators, employees, service providers and agents of ALCANCE ATRAENTE and/or VANTAGEM GALOPANTE, as well as their direct family members, cannot participate in this contest in any way, and neither can the partners, administrators, employees, service providers and agents of companies subcontracted by the PROMOTERS for the execution of this contest.

Those who are in a position to illegitimately benefit from privileged, non-public information related to the contest, as well as those who are in a position to illegitimately tamper with the contest, will also not be admitted.

#### 4. CONTEST'S ADVERTISEMENT

The contest's advertising will be carried out on the website of the REAL ESTATE PROJECT (<https://heraresidences.com/>), on the Google Ads, Facebook, Instagram, LinkedIn platforms, by e-mail (through e-mail marketing actions), and also on the following platforms intended for real estate promotion, without prejudice to others that may be used:

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[BPI Expresso Imobiliário];

[Idealista];

[Imovirtual].

The PROMOTERS of the contest are required to clearly expose all conditions relating to it, in compliance with the provisions of Article 11 of Decree Law No. 330/90 of 23 October in its current wording.

#### 5. HOW TO PARTICIPATE

Participation in the contest implies full acceptance of these rules.

To participate in this contest, participants must purchase at least one residential unit, intended for housing, belonging to the REAL ESTATE PROJECT within the time limits to which the period of the contest refers.

After the acquisition of the residential unit, each participant must:

(i) Create a headline/title about the REAL ESTATE PROJECT that can be used in a future advertising campaign (digital format, print or outdoor communication)

(ii) Brief explanation of the communication pieces in graphical terms (Ex: couple at home with children playing in the garden, etc.)

Maximum limit: 200 characters

(iii) Present a photography, of your own authorship, that portrays the city of Lisbon and that reflects the quality of life provided by the REAL ESTATE PROJECT.

Each participant should send the above mentioned elements in PDF format to the following e-mail address, within 15 working days after the acquisition of the residential unit(s) [...], with the following text:

*[full name], buyer of the residential unit [...], of the urban building described in the Conservatory for Real Estate Registry of Lisbon under number [...] wishes to participate in the contest called "Hera Residences: New house on wheels", accepting expressly and unconditionally its regulations, of which it takes full and perfect knowledge, sending attached the elements listed therein in order to proceed with said participation. He also declares that these elements are of his own authorship.*

Concerning the headline/title about the REAL ESTATE PROJECT ("**Work**") used to participate in the above mentioned contest, I hereby grant to **ALCANCE ATRAENTE, LDA.** and **VANTAGEM GALOPANTE, LDA.** an irrevocable, exclusive, worldwide, and sub-licensable license to exercise and use in full the Intellectual Property Rights associated with the Work, to the maximum extent permitted by law, from the time of production of the Work until the date of extinction of the corresponding inalienable Intellectual Property Right, without any restriction as

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to the means and purposes intended.

This license does not create or grant a refund, compensation payment or economic rights of any kind to the licensor.

Finally, I declare that I have not assigned, in whole or in part, the rights granted herein to any other person or entity, in any way that would hinder or in any way interfere with the rights granted above; and that the Work does not infringe any Intellectual Property Rights of any third party.

*All communications regarding this contest must be made to the following contact details:*

*Phone: 214606510*

*E-mail: [casasobrerodas@heraresidences.com](mailto:casasobrerodas@heraresidences.com)*

Individuals who acquire more than one residential unit may participate in the contest as many times as the number of units actually purchased.

After the delivery of these elements, each participant receives a message at his e-mail address, indicating that his participation is confirmed.

## 6. CONDITIONS FOR PARTICIPATION

The following criteria have also been established for valid participation in this contest:

- a) All entries are subject to approval by the PROMOTERS, who will verify if they meet the conditions set forth in this regulation.
- b) All participants must keep the original documents that led to their participations.
- c) Documents that are adulterated, altered or falsified and that are not of the direct authorship of the participants will not be considered.
- d) If it is impossible to contact the winner because the data is incorrect or for any other reason outside the control of the PROMOTERS, the winner will not receive the prize that would otherwise be due.
- e) Only 1 prize will be awarded in the entire contest.

## 7. PRIZE

There will be only one prize in this contest, which is the following:

**Light vehicle, Mercedes-Benz, A-Class 250 model, hybrid version.**

The prize of this contest is personal and non-transferable and cannot be exchanged for any other prize, nor

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redeemable for cash or bank check, or subject to any change or compensation at winner's request.

The prize is limited to the existing stock.

If, for reasons beyond the control of the PROMOTERS, it is not possible to deliver the prize described above to the winner, the said entities may replace it with another of equal characteristics.

#### 8. APURAMENTO DOS VENCEDORES

The winner will be chosen among the universe of participants in the contest, and will be the one who gathers the maximum score, based on the following criteria:

- (i) Creativity – scale from 0 to 100%;
- (ii) Message – scale from 0 to 100%;
- (iii) Graphical language – scale from 0 to 100%;
- (iv) Innovation – scale from 0 to 100%;
- (v) Challenge interpretation – scale from 0 to 100%;
- (vi) Photo quality – scale from 0 to 100%.

The criteria will be evaluated by a panel of judges of recognized competence and suitability, specialized in photography, marketing and advertising, consisting of:

- (i) João Nunes Coelho; and
- (ii) Fernando Guerra.

The Jury is empowered to ask participants for any clarifications regarding the projects submitted. In the event of a tie, the prize will be awarded to the youngest competitor in terms of age.

#### 9. ANNOUNCEMENT OF THE WINNERS

The announcement of the winner will be made to the participants in a public event, to be held by the PROMOTERS, on a date, time and place to be announced by them to the e-mail addresses indicated by each participant.

On the same date, the list of participants and the points awarded to each of them will be announced.

The prize will be awarded on the date the winner is announced.

On that date, the PROMOTERS will issue and deliver to the winner a symbolic document, in the form of a

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Gift-Voucher, representing the delivery of the prize. In order to collect the prize, the Gift-Voucher must be shown by the prize winner at the automobile dealership previously selected by the PROMOTERS

On the date the vehicle is delivered, the winner must sign a statement, certifying delivery.

It is considered by the PROMOTERS as non-acceptance of the prize (renunciation), and the winner is not entitled to it, when:

- (i) the winner fails to appear at the public event where his/her status as winner is disclosed or is not represented by a third party, duly empowered for this purpose. In this case, if the contestants are unable to attend the public event, they must inform the PROMOTERS, at the e-mail address mentioned in paragraph 14 below, at least three working days before the event, sending for that purpose a duly signed and authenticated statement attesting to the quality of the third party to receive, in their name and representation, the Gift-Voucher in case of awarding of the prize;
- (ii) the winner does not pick up the prize at the car dealership, by showing the Gift-Voucher, within 20 working days;
- (iii) The winner does not fill out the prize delivery statement when picking it up at the car dealership.

In the event that the prize is forfeited as described above, the winning participant will forfeit the right to the prize and the same will be awarded to the participant in second place, and so on until the actual awarding of the prize.

The right to the prize is personal and non-transferable.

#### 10. HANDLING OF PERSONAL DATA

Personal data collected as part of this contest will be processed by the PROMOTERS as Jointly Responsible for Treatment, and under the terms indicated below.

If you wish, you may obtain information about the joint treatment performed by the PROMOTERS, by sending an e-mail to [protecaodedados@heraresidences.com](mailto:protecaodedados@heraresidences.com).

##### Responsible for Treatment:

**ALCANCE ATRAENTE, LDA.**, with head-office at Rua Latino Coelho, 13. 13-A e 13-B, 3rd floor, 1050-132 Lisbon, registered at the Commercial Registry Office of Lisbon under the single registration and company tax number 514619392.

And

**VANTAGEM GALOPANTE, LDA.**, with head-office at Rua Latino Coelho, 13. 13-A e 13-B, 3rd floor, 1050-132 Lisbon, registered at the Commercial Registry Office of Lisbon under the single registration and company tax number 514620200.

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#### **Purposes of personal data handling:**

The personal data collected as part of the contest will be processed for the following purposes:

- Perform all necessary activities to manage the participation in the contest, which includes when necessary, sending communications linked to this contest.
- Publicize, promote and publish, on the internet, the name of the participants with the purpose of making known to other participants and the general public the scores obtained by each participant.
- Provide participants with the necessary information so that their participation is in line with this Regulation.
- Verify the inexistence of fraudulent practices or those contrary to the Regulation.
- To comply with legal obligations inherent to the promotion.
- Identify the winner.
- Verify that the prize was obtained in a legal way and that his participation is in accordance with this Regulation.
- Notify the participant of the prize by sending an e-mail, letter or phone call. The information provided by the participant when registering for the contest will be considered correct.
- Awarding of the prize.

#### **Legal basis for the handling of personal data:**

The legal basis for the processing of your personal data is the execution of the present Regulation, as well as the legitimate interest of the PROMOTERS in ensuring the proper conditions for the execution of the contest.

#### **Communication of data to third parties:**

The personal data processed by the PROMOTERS may be communicated to the following recipients, having as legal basis the communication:

- The handling of personal data for the purpose of advertising, promoting and publishing on the Internet the names of the participants (...) necessarily implies the communication of the data to any third party with access to the means and channels of communication where the data of the interested parties are reproduced, published or publicly communicated. When the reproduction, public communication or publication of the personal data of the interested parties takes place in communication media accessible from any country in the world, such as the Internet, the processing of the data will allow third parties located outside the territory of the European Economic Area to become aware of the personal data.
- To judges, courts, consumer associations or any other third parties to whom the PROMOTERS are obliged to communicate the information in the event of litigation.
- To third party providers of logistical or other administrative support (e.g., delivery service providers, information technology). These third parties may have access to personal data to the extent necessary to provide these services.

#### **Personal data storage period:**

The PROMOTERS will keep the personal data of the participants while this contest is in progress and, after that period, during the retention periods established in the applicable legislation for the fulfillment of the legal obligations to which the promoters are bound.

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#### Data subject rights:

Participants may, at any time, exercise the following rights:

(i) request access to your personal data: You have the right to obtain confirmation from us whether or not any personal data concerning you is being processed and, if so, to request access to your personal data. The access information includes - among other things - the purposes of the processing, the categories of personal data concerned and the categories of recipients or the recipients to whom your personal data have been or will be disclosed. However, this is not an absolute right and the interests of other individuals restrict your right of access.

You may have the right to obtain a copy of the personal data being processed.

(ii) request rectification of your personal data: you have the right to obtain from us the rectification of inaccuracies concerning your personal data. Depending on the purposes of the processing, you have the right to ensure that your incomplete personal data is completed, including by means of an additional declaration.

(iii) requesting the erasure of your personal data: in certain circumstances, you may have the right to request the erasure of your personal data from us and we may be obliged to erase that personal data;

(iv) requesting the limitation of the processing of your personal data: under certain circumstances, you may have the right to obtain from us the limitation of the processing of your personal data. In that case, your data will be marked and may only be processed by us for certain purposes.

(v) request data portability: in certain circumstances, you may have the right to receive the personal data you have provided to us in a structured, commonly used and machine-readable format and you may have the right to transmit such data to another entity without us being able to prevent it.

(vi) object to the processing of your personal data: in certain situations you have the right to object to the processing of your personal data.

The exercise of the aforementioned rights should be made by sending a written communication to any of the Responsible for Treatment, along with a photocopy of the citizen card or other identification document, to any of the following addresses:

#### Exercise of rights before ALCANCE ATRAENTE, LDA.:

E-mail address: [protecaodedados@heraresidences.com](mailto:protecaodedados@heraresidences.com)

#### Exercise of rights before VANTAGEM GALOPANTE, LDA.:

E-mail address: [protecaodedados@heraresidences.com](mailto:protecaodedados@heraresidences.com)

The copy of the citizen card or other identification document is intended, in this case, only to prove the identity of the applicant for access, rectification, cancellation, and opposition, and will be processed exclusively for this purpose and deleted as soon as it is no longer necessary for this purpose.

Participants may also lodge a complaint with the Supervisory Authority in Portugal, the Comissão Nacional de Proteção de Dados, Avenida D. Carlos I, 134, 1º, 1200-651, Lisbon ([www.cnpd.pt](http://www.cnpd.pt)), regarding the exercise of their rights.

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#### 11. LIABILITY AND CAUSES FOR DISQUALIFICATION OF PARTICIPANTS

If any irregularities are found in the participation of any participant, the PROMOTERS reserve the right to exercise all legal actions against the offenders.

In no event shall the PROMOTERS be liable for any damages or losses resulting from the awarding, acceptance, enjoyment, use, rejection and/or loss of the prize awarded under this contest/or for any incidents occurring after the awarding and during the enjoyment of the prize by the participant.

#### 12. CHANGE OF CIRCUMSTANCES

If circumstances of force majeure occur, the PROMOTERS reserve the right to change, suspend or cancel the contest.

In no event shall the PROMOTERS be held responsible for technological failures in communications services resulting from unforeseen causes.

#### 13. FINAL CONSIDERATIONS

This contest does not imply a factor of luck or chance, nor a draw that chooses the winning participants of the above mentioned prizes, and therefore it is not included in the so-called "game modes related to the gambling games", in accordance with the provisions of articles 159 to 164 of Decree Law No. 422/89, of December 2, in its current wording.

The PROMOTERS may at any time amend these Regulations. Any material change to these Regulations will be communicated through the website of the REAL ESTATE PROJECT and to the registration e-mails of the respective participants 10 days before the changes take effect. If the participant chooses to continue to participate in this contest, he/she will be accepting such changes.

Participation in the contest implies that participants know and accept fully and without reservation this regulation.

This contest is governed by the laws in force in Portugal.

The PROMOTERS and the winning participant should work together to promote the registration of ownership of the car on behalf of the latter, bearing the PROMOTERS all fees and taxes involved.



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#### 14. INFORMATION

Any inquiries should be addressed to:  
Inês Ramos e Fonseca  
[casasobrerodas@heraresidences.com](mailto:casasobrerodas@heraresidences.com)