

**BASES LEGALES**

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## **1. INTRODUCTION**

Santa Lucía, S.A. Compañía de Seguros y Reaseguros, (hereinafter referred to as “Santalucía”), is a company with more than 94 years of experience in the Spanish insurance market. Santalucía stands firmly committed to promoting the development and well-being of society, and strives to actively contribute to projects which include social content and advocate human progress.

The identity of the company is underpinned by a culture of proximity and closeness with customers and society, one that accompanies and works in response to their needs and concerns, possessing a long-term vision and sound management within the framework of consolidated principles and values that encourage a high capacity of innovation.

With this vision, we intend to provide continuity to the Santalucía IMPULSA Programme, henceforth known as "the Programme", and now in its third edition, in which Santalucía wishes to identify those business ideas that have clear possibilities for growth and scaling and can be supported to achieve this potential.

Terms and Conditions by which the Programme will be governed are detailed below:

## **2. ARTICLE**

Santa Lucía, S.A. Compañía de Seguros y Reaseguros, (hereinafter the Company) with NIF no A-28039790 and with registered offices at Plaza de España no 15, CP 28008 in Madrid, announces the third edition of santalucía IMPULSA . The nationwide programme is free to enter and is designed to promote open innovation and the values of entrepreneurship.

The Programme will be governed by the following rules, which will be understood and accepted automatically, without any reservations, by all the Participants who submit their projects to qualify for the prizes that are detailed below.

## **3. PARTICIPATION**

Registration is free, but successful candidates will have to meet all requirements contained in these Terms and Conditions.

- Individuals or legal entities that meet the following requirements may participate in this Programme:
- Are not an employee from companies belonging to the SantaLucía group.
- Have completed the registration form and included all required data before the enrolment deadline.

- Do not have any prior criminal convictions for fraudulent offences, intentional harm or any crime resulting in more than or equal to six months imprisonment.
- Are not currently facing any legal action from any natural persons or legal entities.
- Have been registered as a company or as an entrepreneur for less than 5 years from the publication date of these Terms and Conditions.

Participants who in fail to comply with any of the requirements above, during the registration process or during any phases throughout this initiative, may be eliminated at any time as Participants of the Programme, losing both the opportunity to participate in the Programme and the services that are provided with it.

When registering for the Programme, participants must provide correct information and will risk losing the opportunity to participate and receive services if this information is deemed to be false or incomplete. For this reason, **SantaLucía** is authorised to carry out checks it considers appropriate, in order to establish and verify any data provided.

#### **4.PROJECTS**

Projects wanting to register must meet the following requirements:

- a) It must be an incorporated company
- b) The product or service must establish a Minimum Viable Product (MPV)
- c) It must be a technological based company or one that can offer an innovative aspect that will have to be described in the documentation included during registration.
- d) While not being an essential requirement, projects, which display international vocation, will be valued positively as a means of fostering a global business culture.
- e) It must not include content subject to intellectual or industrial property rights regarding third parties for which the authorization or license has not been obtained.
- f) It must comply with current legislation, public moral and values embodied in the Ethics and Conduct Code of Santalucía. Accordingly, in its own discretion, Santalucía reserves the right to remove Projects from the Programme, if it feels that the inclusion of images or content are contrary to or violate its Code of Ethics and Conduct.

## 5. EVALUATION CRITERIA

The following characteristics will be considered:

Criteria regarding creativity and innovation

- Advances in technological development and the possibility of application to an insurance activity or complementary activities in a general sense.
- The degree of innovation and differentiation with respect to competition.
- Not exclusively but projects with application in the following categories will also be evaluated positively:
  - Life Insurance
  - Home Insurance
  - Insurance for Seniors and the Elderly
  - Burial and Funeral Insurance
  - Emerging Technologies
  - Digitalization of Processes and Services

Criteria regarding the entrepreneur team

- Clear indication of successful business capabilities and competency
- Team background
- Interpersonal skills to help cultivate a network of contacts
- Knowledge of the industry and/or the scope of the project
- Commitment and dedication from all team members

Business criteria

- Market potential and possibility for growth and profitability in relation to insurance activity or complementary activities in a broad sense.
- Expected return, additional investment and risk analysis
- Commercialisation

Economical and social impact of the project

International potential

To provide more information, personal interviews may be conducted, in order to determine additional data that was not gathered via the registration forms.

## 6. REGISTRATION

In order to participate, candidates must complete all the necessary requirements of the enrolment process by registering and sending the required information through the form available on the online platform: <http://www.santaluciaimpulsa.es> or on the online platform of the company in charge of managing the programme – INNSOMNIA ACCELERATOR, S.L. - <http://www.innsomnia.es> (hereinafter known as Innsomnia). The registration form indicates which information is compulsory and which is optional. The following documentation will be requested:

1. Contact details of the Project representative
2. Relevant information regarding the Project in the format outlined in the online form.
3. Acceptance of the Terms and Conditions of the Programme. Once the registration process has been successfully completed a confirmation email will be sent to the Participants. Applications received after the deadline date will not be accepted.

## 7. PROGRAMME SCHEDULE

- a) The Registration Period begins with the publication of these rules – 19<sup>th</sup> December 2018, and will end on 15<sup>th</sup> February, 2019, at 23:59 PM.
- b) Applications received before or after the application window will not be accepted.
- c) Once the deadline has passed, the evaluation period of the projects received will begin, lasting until the first week of March 2019. The 10 project finalists will be invited to attend an event where the selection of at least 4 winning projects will be decided and awarded with participation in the Santalucía IMPULSA Acceleration Programme.
- d) Subsequently, the winning projects will participate in the Acceleration Programme between March and June 2019.
- e) At the end of June 2019 the private event 'Demoday' will take place in which the winning projects of the Acceleration Programme will stand before a panel of experts to present their ideas in a bid to be recognised as one of the best projects. The place and time of this event will be determined and will be communicated to the Participants in due course.
- f) Depending on the development of the said projects, Santalucía may decide to increase or reduce the number of winners without breaching the Terms and Conditions.

## 8. PHASES

### Evaluation Phase

1) Phase 1:

Once the Registration Period has finished, an Internal Evaluation Committee, formed by technical personal appointed by Santalucía and Innsomnia, will analyse the potential projects eventually agreeing on and selecting approximately 30 candidates. Selected candidates must accept the terms and conditions related to participation in a clear and credible way before being eligible to move through to the next phase of selection.

2) Phase 2:

A committee of experts, pooled from Santalucía professionals and external technical personnel, will conduct a second evaluation, from which 10 finalists will be selected. Information about the final Projects selected will be made public on the Programme's website, and each of the finalists will be notified by email.

3) Phase 3:

The 10 finalists will participate in a presentation day, where they will present their projects to a jury of entrepreneurship and innovation experts. As a result of this evaluation phase at least 4 winning projects will be selected to participate in the Acceleration Phase. The selection criteria for the winners will be based on the factors listed in Section 5 in this rulebook such as the innovative nature of the Project, the soundness of the business approach, the economic viability of the Project and the quality of the presentation.

### AccelerationPhase

Experts at Innsomnia will be in charge of providing mentoring and training during the 4 months of the programme. This phase includes 6 group training sessions and individual mentoring sessions per each project.

The areas that will be developed depend on the type of companies that are selected and on the particular interests of the participants. Core areas of focus include planning, business, marketing, legal aspects, methodologies, analysis of investment sources, communication and presentation of projects, etc.

## 9. PRIZE

The prize for the 4 winning projects will consist of:

A free Acceleration Programme developed and managed by Innsomnia in conjunction with Santalucía experts.

- Demoday: At the end of the Programme the accelerated projects will present at an event that is especially designed to provide details to an audience of investors and institutions with potential interest, as well as Santalucía staff, with whom they will be able to establish opportunities to collaborate. The presentation order will be decided via means of a draw and all projects will have the same amount of time to present.

## 10. TAXATION

Fiscal regulations will be applicable to the prizes of the present programme.

## 11. PERSONAL DATA PROTECTION

Based on the current data protection regulations, we inform you that your data will be treated by Santa Lucía, S.A. Compañía de Seguros y Reaseguros in order to participate in the Santalucía IMPULSA Programme. The legal basis for the treatment of your personal data described is for the very management and development of the legal relationship between you and SANTA LUCÍA and in the consent that we request.

You may exercise your right of access, rectification, deletion, opposition, treatment limitation and portability by sending written communication to Santa Lucía, S.A. Compañía de Seguros y Reaseguros SantaLucía, Plaza de España, Number 15, 28008, Madrid, for the attention of the Department of Information Security "Santalucía IMPULSA programme", including your name, surname/s, a photocopy of identification, an address for the purpose of receiving notifications and expressly indicating the right you wish to exercise to [arcolopd@santalucia.es](mailto:arcolopd@santalucia.es)

You can contact the person responsible for data protection at the following address: [dpo@santalucia.es](mailto:dpo@santalucia.es)

You can find all information about data protection in [www.santaluciaimpulsa.es](http://www.santaluciaimpulsa.es) in the Privacy and Cookies Policy section.

## **12. IMAGE RIGHTS**

Consent will be requested to the participants so that their images can be shared with different media, as a means to provide information about the Santalucía Programme. Likewise, the selected Projects commit themselves – if requested by the organisation – to appear at a press conference with the executives of Santalucía to present their Projects within the framework of the Programme development.

## **13. MISCELLANEOUS**

- a) A period of 10 business days will be given from the decision of the jury and the announcement of the winners, in order to process participant acceptance, which will be sent to Santalucía. Once this period has elapsed, no claim related to this Programme will be dealt with.
- b) For any litigious issues which might arise from this Programme, both regarding Santalucía or the winners and participants involved, expressly waive any other jurisdiction that could apply, and expressly submit to the Courts and Tribunals of Madrid.
- c) Santalucía reserves the right to cancel, suspend or modify these Terms and Conditions, as well as the organization, and/or management of this current Programme. In particular, if Santalucía detects the existence of any fraudulent use, it reserves the right to cancel, suspend or modify any of these Terms and Conditions to correct any suspected misuse of the Programme at any time during development.
- d) Santalucía reserves the right to cancel the Programme at any time due to low rates of participation or for any other justified reason.

All those issues not specifically mentioned in these Terms and Conditions as well as any discrepancy that could arise from the interpretation of the ones included will correspond in a unique and undisputable way. Resolving any issues that inspire this initiative and in compliance with the internal regulations of Santalucía, the participant commits to accept the decisions taken.