

CONTEST RULES

CAM Reopening: Photography Marathon

1. ORGANIZER / PROMOTER

The promoter of the present contest is the Calouste Gulbenkian Foundation, legal person No. 500745684, based on Avenida de Berna 45 A, 1067-011 Lisboa, in partnership with Canon Portugal.

2. SCOPE AND DURATION

- 2.1. The "Photography Marathon" contest aims to challenge the public to explore the spaces of the new Centro de Arte Moderna Gulbenkian (CAM), capturing photographs with the themes of "light and shadow," "mirrors and reflections," "inhabited spaces," and "festive bodies." Each theme will have a winner, who will receive a Cartão Gulbenkian Mais Membership, and one of them will win a Canon prize: a mentoring session with the photographer Tiago Sales. The winners will be selected by the Gulbenkian Foundation and Canon Portugal.
- 2.2. The contest will take place between September 21st, 2024, and September 22nd, 2024.
- 2.3. Participants may attend a session with Canon photographer Tiago Sales at 11:00 AM on September 21st and 22nd, where the photographer will present the contest and discuss possible approaches for each theme. The sessions are limited to 50 participants, last approximately 60 minutes, and will take place under the new "Engawa" canopy at CAM.

3. METHOD AND PARTICIPATION REQUIREMENTS

- 3.1. Participants may only submit their photographs through Instagram, by posting a their submissions on their profile.
- 3.2. Participants must share, on their Instagram profile, a photograph of the theme they wish to compete in during the weekend, tagging the official profiles of CAM (@camgulbenkian) and Canon Portugal (@canonportugal). In addition, they must use the hashtag corresponding to the photograph's theme: #CAMluz (for "light and shadow"), #CAMespelhos (for "mirrors and reflections"), #CAMespaços (for "inhabited spaces"), or #CAMcorpos (for "bodies in celebration").
- 3.3. For the participation to be valid, participants must have a public Instagram profile during the contest period.
- 3.4. The same person can participate in all challenges by submitting photographs for each of the proposed themes.
- 3.5. Each participant can submit only one photograph per proposed theme. If they submit more than one, only the last publication made on Instagram will be considered.
- 3.6. The photographs shared within the scope of the contest may be used by the Calouste Gulbenkian Foundation and Canon Portugal in their communications, particularly on their social media.
- 3.7. Participation in this contest is not allowed under terms or for purposes contrary to the law, or that may harm the legally protected rights or interests of the Calouste Gulbenkian Foundation and/or third parties, or that in any way may affront their honor,

dignity, image, privacy, religious beliefs, ideologies, or any other legally recognized rights.

3.8. Employees, subcontractors, directors, consultants, and representatives of the Calouste Gulbenkian Foundation are not allowed to participate in the contest.

3.9. In case of any violation of these rules or any sign of fraudulent or improper participation, the promoting company reserves the right to disqualify the participant in question.

4. PRIZE

4.1. A Gulbenkian Mais Card will be awarded to the winner of each theme of the contest. Additionally, among the four selected winners, one will receive a mentoring session with photographer Tiago Sales, on a date to be agreed upon between the winner and the photographer.

4.2. To be eligible to receive the prize, the participant must sign up for the free Gulbenkian Card.

4.3. If the participant already holds a Gulbenkian Mais Card, an additional annual subscription will be offered, to be used once the current one expires.

4.4. The Calouste Gulbenkian Foundation and/or Canon Portugal will send the winning participant a private message on Instagram with instructions for the prize delivery.

4.5. The winner may renounce the prize, but under no circumstances may it be exchanged for another prize or for monetary value.

4.6. The prize is personal and non-transferable, the data provided at the time of awarding the prize will be the data considered for the collection of the awarded prize.

5. SELECTION AND COMMUNICATION OF THE WINNERS

5.1. The selection of the winning participant will be made by a jury composed of representatives from Canon Portugal and the Calouste Gulbenkian Foundation.

5.2. The winner will be notified through a private message on Instagram by one of the jury members within 72 hours after the conclusion of the contest.

5.3. The winner will have 48 hours to answer to the message. If they do not respond within this period, the prize will be awarded to another participant, also selected by the Gulbenkian Foundation and Canon Portugal.

6. DATA PROTECTION

6.1. All personal data provided by participants (hereinafter, for the purposes of personal data protection, referred to as "Incumbents") will be processed exclusively for the purpose of managing the prize allocation by the Calouste Gulbenkian Foundation, as the entity responsible for data processing, based on its legitimate interests.

6.2. The Calouste Gulbenkian Foundation can be contacted regarding any issues related to data processing carried out in this context, and for these purposes, through privacidade@gulbenkian.pt.

6.3. The personal data of the Incumbents will be kept for the period necessary for prize allocation, except in cases where another period is required by applicable legislation. Some data (specifically the name of the Incumbent, their email, and the date of participation) will be kept by the Calouste Gulbenkian Foundation for three months.

7. GENERAL CONDITIONS

- 7.1. The Calouste Gulbenkian Foundation reserves the right to modify, suspend, or cancel this contest in the event of situations of greater force, without this implying any compensation to participants.
- 7.2. Any participant who acts in bad faith and participates in the contest using false information, thereby manipulating it, will be excluded.
- 7.3. In the case of fraudulent participation, the Calouste Gulbenkian Foundation reserves the right to exclude the selected participant.
- 7.4. In case a situation not covered in this Regulation occurs, the Calouste Gulbenkian Foundation will address the gap according to the spirit underlying this Regulation, reserving the right to make any changes to the contest, extend it, or suspend it without prior notice.

8. ACCEPTANCE OF CONDITIONS

- 8.1. All participants in this contest implicitly accept the terms and conditions set forth in these Regulation.