

LOVE OPEN CALL – Rules

The EDP Foundation, with registered office at Avenida Brasília - Central Tejo, Belém, 1300 - 598 Lisbon, with the corporate ID number 506997286 (hereinafter referred to as “EDP Foundation”) is the promoter of the “Love Open Call” competition with prizes exclusively on merit (the “Competition”), which will take place between 5 February 2024 and 15 February 2024, and which will comply with the following conditions (the “Rules”):

1. Objective

The aim of the competition is to reward the best romantic photograph captured next to the work *Solitário* [*Solitaire*] (2018) by Joana Vasconcelos¹ (hereinafter referred to as the “Work”). In the month that celebrates Love, we invite everyone with an Instagram account to take part in this creative exercise and be eligible to win a work by the artist Joana Vasconcelos.

2. Eligibility

2.1. The competition is aimed at all persons aged 18 or over at the time of their participation, whether or not they are resident in Portugal (hereinafter referred to as the “Participants”).

2.2. For the purposes of this Competition, only Participants who have a public profile on the Instagram social network between the time they participate and 22 February 2024, who comply with the conditions of use of said social network and the other conditions of these Rules, will be considered valid.

2.3. Participation in the competition does not require the purchase of any type of product, nor will the participant be subject to any type of payment.

2.4. Participants must be able to prove, at the start of the Competition or at any other time determined at the EDP Foundation's discretion, at its request and within a reasonable period stipulated by the EDP Foundation, that they fulfil all the necessary conditions of participation and eligibility for the prize, otherwise they will be disqualified and/or the EDP Foundation will withhold or demand the return of any prize awarded.

2.5. The EDP Foundation reserves the right to request additional information or clarification from Participants at any time.

2.6. The EDP Foundation also reserves the discretionary right to exclude Participants who:

- a) Take on the identity of a third party (with or without their knowledge);
- b) Provide false, inaccurate, or incomplete data;

¹ The work *Solitário* [*Solitaire*] (2018) belongs to a Private Collection.

- c) Make any attempt to alter the rules and/or the spirit of the competition;
- d) Make any kind of attempt to defraud, hinder, alter, or render useless the proper functioning and normal course of the Competition;
- e) Attempt to manipulate the Competition or use computer programmes, scripts, or any other type of procedure or technique for hacking, cheating, or computer fraud; or who
- f) Directly or indirectly jeopardise the good name or reputation of the Competition and/or the partners of this Competition, and/or harm their employees.

2.7. Failure to comply with any of the conditions stipulated in these Rules will allow the EDP Foundation, at its sole discretion, to disqualify the Participant at any time. In addition, the EDP Foundation reserves the exclusive and discretionary right to deny any individual the right to participate if it considers that the rules it has stipulated have been infringed.

2.8. Participants who are currently employees, workers, directors, administrators, agents, or representatives of the EDP Foundation, or any companies that collaborate with the EDP Foundation, namely, but not limited to, those that provide services on an outsourcing basis, temporary work, or on a freelance basis, or any other entity that collaborates with the EDP Foundation during the course of the initiative, will not be admitted to the competition. Spouses, unmarried partners, or those cohabiting under conditions analogous to marriage, immediate family members of the aforementioned persons, as well as any person, or their family member, who has been involved in the preparation of this competition, will also not be admitted.

3. Participation process

3.1. Participants must take a photograph next to the Work, located outside the Museum of Art, Architecture and Technology - MAAT in Lisbon, capturing the Work and a human presence in a romantic relationship.

3.2. Participants must post their photo on their public Instagram profile between 5 and 15 February with the hashtag #MAATLoveOpenCall and mention the accounts @maatmuseum and @joanavasconcelosatelier.

3.3. Photos can be taken with a phone or digital camera.

3.5. All photographs must be the Participant's original work, original being understood as a creation with its own individuality.

3.6. Photographs may not violate applicable legislation, be offensive or in bad taste, contain inappropriate language or in any way violate morals, good customs, public order, honour, intimacy, the image, and privacy of people or the rights of minors.

3.7. Participants ensure that the images submitted are their own, taking full responsibility for their content, and that the posting and exhibition of these images does not infringe or violate any copyright, related rights, or any rights of third parties. The EDP Foundation will not be held responsible for any infringement of image or copyright that may exist in the context of and for the purposes of participation in the competition.

3.8. By taking part, Participants authorise the EDP Foundation to use their photograph in all of the EDP Foundation's physical or digital media, anywhere in the world and without restriction, without any compensation being due in respect of their image and/or copyright or any other rights.

3.9. The EDP Foundation reserves the right to disregard entries which, at its discretion, do not fulfil the requirements, for which there is a legitimate claim by a third party or which contain erroneous, inaccurate, false, or contradictory references.

4. Selection of posts

4.1. The competition will have the following phases:

- a) Phase 1: 10 photographs will be selected, i.e. 10 finalist Participants. The 10 selected finalists will be announced on 16 February 2024 via MAAT's Instagram profile. MAAT will publish a post announcing the 10 finalists, tagging the corresponding accounts. The 10 finalist photographs will be part of a digital exhibition at MAAT's premises from 16 February 2024 to 22 February 2024.
- b) Phase 2: one winning photo will be selected from the 10 finalists.

4.2. The determination of the finalist Participants and the winning Participant will depend on the selection and discretionary assessment of a Jury appointed by MAAT.

4.3. Each photograph will be judged according to the following criteria:

- i. 50% - technical quality and composition;
- ii. 50% - creativity, originality, and suitability to the theme of the Competition.

5. Jury

5.1. The Jury in charge of choosing the finalists and the winning photograph is appointed at the discretion of the EDP Foundation.

5.2. The Jury is made up of 4 (four) members, one of whom is the artist Joana Vasconcelos.

5.3. The Jury's decisions cannot be appealed.

6. Winning participant and prize

6.1. The Jury will choose the winning photograph and the respective author will be the winning Participant.

6.2. The winning Participant will be awarded the prize consisting of the work *Cupid* (2024) by Joana Vasconcelos and a MAAT membership card (valid for one year).

6.3. The prize is personal and non-transferable and cannot be exchanged or replaced for money or any other product or service.

6.4. Participants understand that, due to unforeseeable situations beyond the EDP Foundation's control, the EDP Foundation may not be able to carry out the above, including delivering the prize described. In this case, the EDP Foundation will endeavour to reward the winning Participant, even though it may not be possible to do so under equivalent conditions.

7. Announcement of the winning Participant and award ceremony

7.1. The announcement and awarding of the prize will take the form of a public ceremony, to be held at MAAT on Thursday 22 February 2024 at 18.00 in the presence of the artist Joana Vasconcelos.

7.2. Finalist Participants must attend the award ceremony. If they are unable to attend, they must inform the EDP Foundation in advance.

7.3. If the winning Participant is not present at the ceremony or is not represented, the award ceremony will be co-ordinated by the EDP Foundation or a third party designated by it.

7.4. Any costs or logistics incurred in delivering or collecting the prize will be borne by the winning Participant.

8. Data Protection

8.1. The EDP Foundation, whose identification data can be found in the header of this document, is responsible for processing the personal data of the participants in the competition, namely the data provided through their Instagram profile (image, username, and first and last name, if applicable).

8.2. Personal data will be processed on the basis of the execution of the contract that is established between the EDP Foundation and the Participants when they accept these Rules and participate in the Competition, in order to enable the Competition to be held, the Rules to be complied with and their participation to be effective.

8.3. Participants' personal data will be kept for the period necessary to ensure that the purposes for which they were collected are achieved, subject to limitation periods and the expiry of rights arising from them, unless the EDP Foundation is obliged to keep them for a longer period by law.

8.4. Participants have the right to ask the EDP Foundation for access to personal data concerning them, as well as for it to be corrected or deleted, and for processing to be restricted, or for the right to object to processing, as well as the right to data portability, under the terms of the applicable legislation in this area. To exercise these rights, and for any questions relating to the processing of personal data, you can contact the Data Protection Officer at: dpo.pt@edp.com.

8.5. The EDP Foundation may have to communicate personal data to third parties if this is necessary for the fulfilment of legal obligations, in the event of court orders or to respond to requests from public or government authorities.

8.6. If Participants consider that their rights have been infringed, they have the right to lodge a complaint with the National Data Protection Commission or another competent supervisory authority.

9. Other provisions

9.1. Participation in the competition presupposes knowledge and full and unreserved acceptance of the rules set out herein.

9.2. Any cases not covered by this document will be decided at the sole discretion of the EDP Foundation.

9.3. The EDP Foundation may have to cancel or suspend the Competition, temporarily or permanently, in the event of unforeseeable situations beyond the EDP Foundation's control. The EDP Foundation may have to make any changes to these Rules that it deems justified or necessary, undertaking the obligation to publicise them via MAAT's Instagram account.

9.4. The EDP Foundation is not responsible for the cancellation, postponement, or alteration of this competition or for the delay and/or impossibility of delivering the prize in the event of circumstances of force majeure. The Foundation shall not be held liable for any failure to fulfil or defective fulfilment of this Competition if such failure to fulfil or defective fulfilment arises from facts or circumstances that are not within its control or domain.

9.5. If any part or provision of these Rules is unenforceable or in conflict with applicable law, the validity of the remaining parts or provisions shall not be affected, and the affected part or provision shall be deemed to be replaced by that which, with the same or similar meaning, is enforceable or legally admissible.

9.6. In the event of any doubts regarding the interpretation of these Rules, Participants should send an email to the following address: maat@edp.pt

Date: Lisbon, 5 February 2024.