

## **LEGAL BASES OF THE CONTEST “HOFF x REGENT’S LONDON UNIVERSITY”**

Participation in this contest implies acceptance of and compliance with the following legal bases. The Organiser reserves the right to change these terms and conditions if circumstances so require and to resolve any doubts that may arise that are not foreseen in these terms and conditions. The legal bases will be available to all participants in the contest at: [www.thehoffbrand.com](http://www.thehoffbrand.com). The organiser also reserves the right to cancel, extend, shorten or modify the contest if circumstances so require, without having to justify the decision and without being able to claim any type of responsibility as a result of this, always in a way that does not prejudice the rights acquired by the participants.

### **1. Organisers**

The organizer promoter and executor of this competition is THE HOFF BRAND, S.L. (hereinafter "HOFF"), with registered office at Calle Juan de Herrera, 39, 03203 - Parque Industrial, Elche/Elx (Spain), NIF number B-54929237 (more information at <https://thehoffbrand.com/>), registered in the Mercantile Register of Alicante in Volume 3941, Book 0, Folio 114, Section 8, Sheet No. A-149.731. com/), registered in the Mercantile Register of Alicante in Volume 3941, Book 0, Folio 114, Section 8, Sheet no. A-149.731. You can contact the company by e-mail: [hola@thehoffbrand.com](mailto:hola@thehoffbrand.com) or by telephone (+34) 664 232 208.

The entity (hereinafter the "organiser") organises the contest (hereinafter the "contest") under its own responsibility and in accordance with the legal terms and conditions detailed below.

### **2. The Contest**

The contest offers the chance to design a HOFF shoe to one (1) of the nine (9) Regent's University students who have submitted their designs.

The contest is only valid for the nine Regent's University students who have submitted their designs.

### **3. Requirements to participate**

You must be a Regent's University student to enter the contest.

Only persons over 18 years of age may participate in the contest. By participating in this contest, the participant agrees to be aware of and comply with the terms and conditions of the contest.

The organiser reserves the right to disqualify any participant who violates any of the provisions contained herein. The organiser also reserves the right to verify, by any procedure they deem appropriate, that the winners comply with all the requirements of this document and that the data provided by them is accurate and truthful. Among other things, the organiser may request

documentation from participants to prove compliance with the participation requirements. Failure to provide such documentation may result in the disqualification of the required participant.

#### **4. Contest dynamics**

HOFF is offering the chance to design a HOFF shoe to one (1) of the nine (9) eligible Regent's University students who submits to Regent's University the HOFF shoe design with which they wish to enter the contest.

The contest will run from the 22 January to 31 January, and students must have submitted their designs by the end of December.

Each entrant must send the design they wish to enter the contest to their tutor at Regent's University.

Once the designs have been submitted, the winner will be selected as follows:

- The public will vote on HOFF's Instagram social network. Voting will start on 22 January 2024 at 00:00h and will end on 26 January 2024 at 23:59h. This vote will account for 20% of the total score.
- The jury, made up of 6 professionals, will provide the remaining 80% of the score. The jury will evaluate the proposals live on 31 January 2024 and select the winner.

On the 31<sup>st</sup> of January, the winner will be checked to ensure that he/she meets the requirements to participate in the contest and if so, he/she will be proclaimed the winner. The winner will be notified in person during the jury event by and will be informed of the next steps to be taken.

#### **5. Award**

The winner will get the right to become a designer of a HOFF shoe before he/she has finished his/her studies.

The winner will be announced in person at the jury event and on the different HOFF channels. The award is personal and non-transferable.

The winner must prove that he/she meets the requirements. The organiser is exempt from any liability in the event of any error in the data provided, if any, by the winner, which would prevent its identification.

The winner must comply with these terms and conditions. If the winner does not meet the criteria of this document, the award will not be awarded. Participants authorise the organiser to carry out all necessary checks on their identity and age. Any false declaration, indication of identity or address will result in the immediate elimination of the participant and, if applicable, the return of the award already awarded.

The organiser may publish online and offline the name of the winner, as well as the award won, without this conferring any rights other than the delivery of the award.

Under no circumstances will any transfer of the award to third parties be accepted or managed, nor will the winner be entitled to receive the cash value of the award.

Under no circumstances will comments by participants be accepted that harm the image of the organiser or comments that participants make or have made that harm the following principles: the right to honour, to personal and family privacy, to personal dignity, the principle of non-discrimination on grounds of race, sex, religion, opinion, nationality, disability or any other personal or social circumstance, as well as other principles that may be violated. Therefore, the participants are responsible for these statements and, consequently, will hold the organiser harmless against any claims from third parties. The organiser reserves the right to withdraw the award in the event that the winner violates or has violated any of the provisions of this document prior to this contest.

## 6. Tax issues

Where appropriate, the contest award will be subject to the regulations on Personal Income Tax, Non-resident Income, Value Added Tax and other legal texts on tax matters. The winner of the award will be subject to compliance with all tax obligations established by the applicable current legislation, where appropriate, being their exclusive responsibility to pay them.

## 7. Protection of personal data

Responsible: The person responsible for processing the data collected within the framework of this promotion is THE HOFF BRAND, S.L., with registered office at Juan de Herrera Street, Elche (Alicante), España, with NIF Number B54929237. DPO: hola@thehoffbrand.com .

Purpose and legitimacy: The data of the participants will be used for the purpose of processing their participation in the contest and, where appropriate, proceeding to the delivery of the prize with the applicable tax withholdings. Additionally, and as long as the participant's consent has been previously given, HOFF may send commercial advertising communications by email, SMS, MMS, social communities or any other electronic or physical means, present or future, that makes it possible to carry out commercial communications. These communications will be made by the Controller and related to its products and services.

Data processed: Data provided or other data that the organizer additionally requests for the development of the aforementioned purposes.

Recipients: For the development of the aforementioned purposes, it is not expected that your data will be communicated to third companies, except legal obligation. HOFF will be responsible for the data and may use other providers that will act under its instructions as data processors.

International transfers: The winner's data can be published on the organizer's different Web Platforms or Social Networks. This publication may imply an international transfer to a country whose data protection regulations do not present a level equivalent to the European one. The interested party, through his participation in the contest, accepts such transfer, without prejudice to the fact that the organizer may adopt additional measures to guarantee the level of data security.

Conservation period: Once the contest has ended, the data of participants who have not given their consent for commercial purposes will not be stored permanently by the Data Controller, and all information will be deleted within six (6) months from the end of the promotion.

Rights: Access, rectification, opposition, deletion, portability, revocation of previously given consent, limitation of processing, through any of the email addresses of the Controller indicated above.

## **8. Applicable law and jurisdiction**

These bases will be governed and interpreted in accordance with their own content and by the laws of Spain. In case of divergence between the participants in the contest and the interpretation of these legal bases, the Courts and Tribunals of the city of Elche (Alicante) will be competent to hear disputes that may arise, expressly renouncing the participants in this contest to their own jurisdiction if they had it.