Terms and Conditions

This competition is titled Sogrape Impact Hack, promoted by Sogrape Vinhos, S.A., headquartered at Rua 5 de outubro, nº 4527, 4430 - 809 Avintes, registered in the Commercial Registry Office under the unique registration and corporate entity number 500271615, with a share capital of €83,843,275.00, hereinafter referred to as the "Organizing Entity" or "Sogrape."

This document contains all the basic information and rules for the 2024 edition of the Sogrape Impact Hack. It is essential that participants read the entire document to understand its workings and make the most of the experience. All rules contained in this document will apply throughout the event.

Definitions

- **Event / Competition** – Sogrape Impact Hack, composed by an online session (16th September 2024) and an in-person Final event (19th September 2024);
- **Organizer** – Sogrape;
- **Participant** – Person accepted by the Organizer to participate in Sogrape Impact Hack, being registered in a Team;
- **Team** – Group of Participants, that is qualified to participate in the Sogrape Impact Hack, provided it consists of 4-6 members and fulfills the registration and eligibility criteria;
- **Team Representative** – Member of the Team responsible for (1) inviting other Team members to join the Team, (2) being the primary contact with the Organizer throughout the Event, including the registration and preparation moments;
- **Website** – Official webpage of the event: https://sogrape.com/sogrape-impact-hack-2024
- **Mentor** – Expert in the field that will be available during the event to help the Teams whenever necessary. He/she will be also responsible for evaluating Teams' projects and pre-selecting them for the Final event (during the Evaluation period);
- **Mentor's checkpoint** – Intermediate moments in the competition, where each Team will have the opportunity to present their on-going work to Mentors that will provide feedback and help as possible (e.g., asking to any doubts the Team might have);
- **Evaluation period –** Pre-selection of the finalist Teams, where Mentors will evaluate Teams' projects and decide on the projects to be presented in the Final event;
- **Jury** – Evaluation panel responsible for evaluating final projects and select the winning Teams;
- **Challenge** – A defined problem will be proposed by the Organizer to be solved by the Team, which involves generating ideas that might revolutionize direct-to-consumer (DTC) strategies and enhance wine tourism, driving positive impact in the wine industry. Further details about the guide for participants and to the challenge will be duly provided to Team;
- **Project** – Work developed by the Team and which must be submitted for evaluation;
- **Intellectual Property** (IP) – Ideas, projects, and content developed by Participants during the event that address the themes of the challenges;
- **Confidential Information** (CI) – Any and all information disclosed by the Organizer and/or Mentors to the Participant in any form (including written, verbally, electronically, visually, or in any other tangible form, and all copies of any such information), which is identified as, notified as being, or which would be reasonably expected to be confidential

or proprietary to the Organizer;

- **Organizer Email –** The contact of the Organizer for all matters relating to the Participants – innovation@sogrape.pt.

Introduction

1. SOGRAPE IMPACT HACK is a competition organized by Sogrape, focused on a challenge centered around combining authenticity and innovation, improving Sogrape's customer experience;
2. The goal is to develop concrete and creative solutions that help build direct and impactful relationships with our customers through our Direct-to-Consumer (DTC) channel and wine tourism;
3. The target of the event are students from emerging areas of business, engineering, marketing, design, among others;
4. The competition will happen online on the 16th of September 2024 and in-person on the 19th of September 2024;
5. More details about the schedule of the Event are available on the Website.
6. Before the end of the competition, Finalists will be selected and announced;
7. The Finalists' Final Presentation will happen at the event. The venue of the Final event is Espaço Casa Ferreirinha;
8. The winning team might be invited, at Sogrape's sole discretion, to proceed with the project after the Event, ensuring its full implementation on the organization supporting the challenge.

Registration and Eligibility

1. The registration on the event is voluntary;
2. The registration should be performed using the form available through the Website;
3. Only Participants aged 18 or over are accepted;
4. Only Participants with a relevant academic background will be eligible. Namely, no high school students will be accepted. All participants must have completed high school level or equivalent academic qualifications;
5. The Participants cannot be employed by Sogrape;
6. The participation in the event is accomplished in teams composed by 4-6 members, which should all meet the criteria established herein;
7. Registration can only be done as a team. A team application that does not meet the aforementioned number of members is not eligible;
8. The Participant acknowledges that the registration and participation in the event is free of any charge.

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Team Registration

1. The registration is valid in case the Team is composed by 4-6 Participants and all the eligibility criteria identified above, are met;
2. The registration process should be accomplished by one of the team members, who acts in representation of all the above team members using the [registration form available through the Website](). The Team Representative shall ensure the accuracy and completeness of the information provided for each team member. Any errors or omissions may impact the validity of the registration process and subsequent activities;
3. The registration of a Team requires:
   a. The definition of its name. In the case the Team is being created as a representative of an association, community or university, the format "TeamName@Affiliation" should be used (e.g., TeamName@CommunityName). If this is not applicable, the format "TeamName" is enough;
   b. The determination and announcement of a Team Representative (by default the Team Representative is the team member who submits the application);
   c. After the form is completed, all the team members will receive an e-mail to confirm the application;
4. The number of registrations is limited. After the maximum number of Teams has been reached, a waiting list will be opened and, in the case of withdrawal, the Teams on the waiting list will be contacted;
5. The registration can be done up to 15th September 2024;
6. The selection of Teams will be conducted by Sogrape, considering the following criteria: (i) fit between the background of the Team and the competition goals; (ii) academic experience; (iii) motivation. This information will be obtained from the data provided during the registration;
7. After the selection process, all the team members will receive an e-mail to communicate the verdict on the application (either the Team is selected or not).

Cancellation Policy

1. The Participant has the right to cancel his/her registration, which should be done by contacting the Organizer at innovation@sogrape.pt;
2. In the case of a Team application, if the withdrawal of any Participant results in a number of members smaller than the minimum indicated, the Team is considered disqualified. As an alternative, before the beginning of the competition, the Team can indicate new member(s) to replace the Participant(s) who dropped out – such new members will be required to submit their data and fill the registration form. Their admission to the competition will be assessed by Sogrape, on the same terms as those under which the remaining participants were assessed, upon the submission of their initial application.

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Before the Event

1. After the Participant is accepted, he/she will need to:
   a. The Team Representative will be asked to confirm the Teams' participation and should reply to the acceptance email within **one day**;
2. Only after the previous steps have been completed is the participation validated. If the steps are not completed until the 20h30 of the day before the beginning of the event (16th September 2024), the registration is canceled.

Agenda and Duration of the event

1. The event will occur online on the 16th of September 2024 and on the 19th of September 2024, at Espaço Casa Ferreirinha, from 8am to 8pm;
2. More details about the agenda and the program of the Event are available on the Website;
3. The Organizer reserves the right to change the program without prior notice.

Resources

1. The Organizer will provide access to publicly available information on Sogrape's business, so that the Teams can have a better overview of Sogrape's activity;
2. The Teams may use external sources, as long as it complements the information provided by the Organizer and is obtained legally;
3. Other resources might be made available and will be announced closer to the event.

Competition

1. All the team members must be present at the venue of Sogrape Impact Hack during the whole duration;
2. During the competition, all teams will have access to mentors that can help if necessary;
3. The Organizer will make sure to use all possible effort that all the requirements are met for the good functioning of Sogrape Impact Hack.

Mentors

1. A Mentor is a domain expert, that will be available during the event to help the Teams whenever necessary;
2. Each Team will have access to a Mentor that will make a close mentoring of the Team;
3. Mentors will be available during Mentor's checkpoints and whenever necessary, by direct arrangement between the Team and the Mentors;
4. Mentors are also responsible to evaluating the Teams' projects and do the pre-selection for the Final event;
5. A Mentor does not evaluate its own Teams;
6. The Evaluation period is separate from Checkpoints and announced in the program.
7. All contact with Mentors during the mentoring and Evaluation periods will be reinforced by the Platform;

Competition

1. Teams can work on the challenge after the online session on the 16th September 2024 and during the competition period announced in the agenda (19th September 2024);
2. During the competition there will be Mentors' checkpoints where Teams must present their on-going work to Mentors that will provide feedback and help as possible;
3. During checkpoints, Mentors will not evaluate their mentees' Team;
4. The Teams' pre-selection for the Pitch Presentations will occur during the Evaluation period;
5. The time of Mentors' checkpoints, Evaluation period, and other activities will be announced on the agenda of the event.

Evaluation and Eligibility

1. The Participant and its Team will only have the possibility to present the project developed during the event, and receive an award, if:
   a. The challenge provided by the Organizer is considered;
   b. The solution proposed is original and does not violate any intellectual property rights;
   c. The Team has complied with the present regulation.

Pre-selection

1. The goal of the pre-selection is to select six Teams to do the final presentation to a Jury panel selected by the Organizers;
2. The Organizer reserves the right to increase the number of finalists presenting the project at the Final event, as long as the quality of the works submitted deserves such arrangement, according to the evaluation criteria defined;
3. There will be one Evaluation period where Mentors will evaluate the Teams' projects and decide on the pre-selection for the Final event;
4. Before presenting their work in the Evaluation period, the Team must e-mail the required deliverables to innovation@sogrape.pt, using the template provided by the Organizer;
5. The required deliverables will be announced as soon as possible by the Organizer;
6. The pre-selection will be done based on the quality of the deliverables – the solution must be clearly and concisely documented and presented and Teams must consider the Impact, applicability and creativity of the solution – namely, the problem must be well framed, and the solution must clearly map to tackle one of the identified challenges. Furthermore, the solution must be creative and must have a positive impact at Sogrape wine value chain and is general, scalable and applicable. Additionally, for the solution to be considered by the Organizer, it must correspond to one of the categories: Direct to Consumer and Wine Tourism of the challenge "Blending Authenticity and Innovation: Enhancing Customer Experience at Sogrape".

Final Presentation

1. There will be six finalists which will present the project to the Jury at the event;
2. Each Team will have to present their work, and there will be questions from the elected Jury;
3. The deliverable must be submitted by the means and time announced by the Organizer during the Event;
4. More information about the evaluation criteria and the expected deliverables will be announced as soon as possible by the Organizer.

Awards

1. An award will be given to the best three Teams;

    • 1st prize: 1.500€ (+200€ which will be donated to a non-profit NGO);

    • 2nd prize: 1.000€ (+150€ which will be donated to a non-profit NGO);

    • 3rd prize: 500€ (+100€ which will be donated to a non-profit NGO);
2. The Organizer has the right to substitute the awards up until the day of the event without any warning;
3. There will be a donation to a non-profit organization that will be chosen by the awarded Teams;
4. Each team must choose the non-profit organization to which they wish to donate the amount described above, on the day of the event;
5. The award shall be distributed equally by each Team member;
6. No awards will be distributed if no project is eligible;
7. The prizes are personal and non-transferable and will not be replaced by others or exchanged for money, hence, the acceptance of the prize implies the winner's agreement and willingness to receive it.
8. In recognition of the potential projects' special relevance to Sogrape, the company may, at its sole discretion, award an honorable mention, accompanied by a monetary payment of €500 (five hundred euros), if it deems it relevant and innovative.

Equipment and Commodities

1. Teams must have their own computers and other equipment that they find relevant to solve the challenge.

Rules of Conduct

1. The Organizer aims to provide a creative, fun, cooperative and innovative environment. For this, it is extremely important that each Participant acts in a cordial and respectful manner;
2. The use of obscene language, abusive or threatening behavior towards other Participants will not be tolerated, irrespective of the communication mean (i.e., online or presential);
3. During the event, any activity found to be suspected should be reported immediately to a member of the Organizer, either in-person or by e-mail (innovation@sogrape.pt);
4. Any resources made available by the Organizer, physical or otherwise, can only be used

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in the context of the event;

5. The Organizer reserves the right to expel any Participant that does not respect these regulations.

Intellectual Property

1. The Participant accepts that all ideas, projects and collaboration between the Participants of the event are Intellectual Property (IP) of the Team that presents them;
2. The Participant, as part of the Team, will not use any original idea or its information to generate revenue without the authorization of the Author;
3. Participants will assign to Sogrape their rights to disclose, publicize, use and exploit the ideas, projects, content developed, or others, presents in the scope of the Sogrape Impact Hack, both nationally and internationally, regardless of format or medium, in return for the remuneration paid to the Team, awarded in accordance with the conditions set out in the regulations for this event, detailed as follows: 1st prize: €1.500; 2nd prize: €1.000; 3rd prize: €500; or, an honorable mention with a monetary value of €500, to be awarded at Sogrape's sole discretion, in recognition of the special relevance and innovative nature of potential projects for Sogrape.

Information on Personal Data Processing

1. The Organizer adopts the best practices for personal data security and protection in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, on the protection of natural persons regarding the processing of personal data and the free movement of such data, as well as with the national legislation in force ("Data Protection Legislation");
2. The Organizer acts as the controller for the processing of personal data of all Participants;
3. The collection and processing of personal data are based on the execution of these terms and conditions, within the context of voluntary and free participation in the event in question and are intended solely to enable participation in this event, as described in these terms and conditions;
4. The personal data subject to registration for the promotional activity are as follows: Preferred First and Last Names, Age, Email, Phone Number (including country code), University / Entity, LinkedIn (optional), and academic background. These data are necessary for participation in the promotional activity and will be processed and stored electronically. Additionally, Sogrape will capture images during the event to promote this activity through its different internal and external communication channels, considering the educational objectives and public nature of the event;
5. The Controller guarantees that the processing of personal data will be carried out to the extent necessary to pursue the purposes described here and that such data will be retained for 5 years;
6. The Controller thus commits to ensuring the security and protection of personal data, having adopted the appropriate and necessary technical and organizational measures for this purpose, including: (i) physical entry restrictions to the locations where personal data storage servers are located; (ii) firewalls; (iii) secure communication via the https protocol

(when implemented);

7. The Controller shall ensure the data subject, at all times and without undue delay, the right of access to their personal data, as well as their rectification, deletion, portability, limitation, opposition to processing, and/or the right to withdraw consent, without such an act compromising the lawfulness of the processing based on the previously given consent;

8. To exercise any of these rights, the data subject must write to the address of the head office of the Controller or through the following email privacy@sogrape.pt;

9. Requests will be handled with special care to ensure the effectiveness of the data subject's rights. Proof of identity may be required to ensure that personal data is shared only with the data subject.

10. In addition, the data subject will always be able to file a complaint to the national supervisory authority ("Comissão Nacional de Proteção de Dados") empowered for that purpose;

11. Within the scope of this action, the Data Controller may use subcontractors for the processing activities described here, who will act on behalf of and according to the instructions provided by the Data Controller(s), in accordance with Data Protection Legislation, committing to take the necessary technical and organizational measures to protect personal data against accidental or unlawful destruction, as well as against accidental loss, alteration, dissemination, or unauthorized access, as well as against any other form of unlawful processing. In any case, the Data Controller remains responsible for processing the personal data.

Confidential Information

1. The term Confidential Information (CI) means any and all information disclosed by Organizer and/or Mentors to the Participant in any form (including written, verbally, electronically, visually, or in any other tangible form, and all copies of any such information), which is identified as, notified as being, or which would be reasonably expected to be confidential or proprietary to the Organizer;

2. Confidential Information includes any data, documentation for functional specifications, development guidelines, inventions, training materials, third party confidential information, and any information given by the Organizer which is disclosed to the Participant in connection with the event;

3. The Participant may only use CI disclosed to it under these regulations for the sole purpose of the event;

4. The Participant must not disclose any CI to any third party without the express and prior written consent of the Organizer;

5. In case the Participant is authorized by the Organizer to make copies of any CI, he/she shall do it exclusively for the purposes of the Event. All the copied CI, as well as the respective supports, must be eliminated as soon as the competition ends. The Participant can keep no copies of the information;

6. The Participant must not attempt to re-identify any personal information that has been de-identified in the CI.

Final Remarks

1. The participation in the Event implies acceptance of all the terms of the present regulations;
2. The Organizer reserves the right to amend the present regulations, to be disclosed at https://sogrape.com/sogrape-impact-hack-2024;
3. All cases not mentioned or not clearly stated in the present regulations shall be assessed and decided by the Organizer and / or the Jury, depending on the circumstances.