

**RULES OF THE PROMOTION “EL HIERRO GIFT CARD”  
ORGANISED BY PROMOTUR TURISMO CANARIAS, S.A.  
(AV 16/14)**

**RULE ONE.- ORGANISING ENTITY, TERRITORIAL SCOPE,  
DURATION AND PARTICIPANTS**

**1.1. Organising Entity.**

The organising entity of this promotion, which is run as a “guaranteed instant gift”, is PROMOTUR TURISMO CANARIAS, S.A., a public company whose registered office is in Calle Víctor Hugo, 60, 35006 Las Palmas de Gran Canaria (Spain) and whose Tax Identification Number (CIF) is A35845593, (hereinafter PROMOTUR), which is responsible for the promotion of the Canary Islands as a tourism destination.

**1.2. Territorial Scope and Duration.**

The promotion will be run on the Internet through the web pages [www.elsecretodelasislascanarias.com](http://www.elsecretodelasislascanarias.com), [www.thesecretofthecanaryislands.com](http://www.thesecretofthecanaryislands.com) and [www.dasgeheimnisderkanarischeninseln.com](http://www.dasgeheimnisderkanarischeninseln.com).

The promotion will be run for the period expressly indicated on these web pages.

**1.3 Participants.**

The promotion is open to Internet users over the age of 18 who are resident in Germany, the United Kingdom and Spain (except the Canary Islands) who are staying at an authorised establishment on El Hierro<sup>1</sup> and who access the web pages [www.elsecretodelasislascanarias.com](http://www.elsecretodelasislascanarias.com), [www.thesecretofthecanaryislands.com](http://www.thesecretofthecanaryislands.com) and [www.dasgeheimnisderkanarischeninseln.com](http://www.dasgeheimnisderkanarischeninseln.com) in accordance with the conditions outlined later in these Rules.

Participation in this promotion is not open to employees of PROMOTUR

<sup>1</sup> Authorised establishments are those that are included on the following web pages: [www.elsecretodelasislascanarias.com](http://www.elsecretodelasislascanarias.com), [www.thesecretofthecanaryislands.com](http://www.thesecretofthecanaryislands.com) and [www.dasgeheimnisderkanarischeninseln.com](http://www.dasgeheimnisderkanarischeninseln.com)

or any of the companies involved in the promotion (DEC COMUNICACIÓN, S.A.), or their relatives (within the third degree of consanguinity or affinity); residents of the Canary Islands; or in general to companies or any entities other than individuals or to minors under the age of 18.

#### RULE TWO.- PURPOSE.

The purpose of this promotion is to encourage international tourism through a visit to the island of El Hierro by providing an economic incentive in the form of a gift card to be used on the island during the visit.

#### RULE THREE.- GIFTS.

Gifts for this promotion comprise prepaid cards with a balance of €200 to use at participating establishments within the territorial scope of the island of El Hierro that accept payment by VISA card. Under no circumstances may the card be exchanged or redeemed for cash. Gifts are limited to one per participant.

The gift will be valid for 90 days from registration through the form provided for this purpose on the web pages [www.elsecretodelasislascanarias.com](http://www.elsecretodelasislascanarias.com), [www.thesecretofthecanaryislands.com](http://www.thesecretofthecanaryislands.com) and [www.dasgeheimnisderkanarischeninseln.com](http://www.dasgeheimnisderkanarischeninseln.com).

Once the card has been collected within this period, the participant may use it within 15 days of receiving it and in all circumstances by 31 December 2014. The card may not be used after this period.

The card may be used only within the territorial scope of the island of El Hierro for purchases at establishments on the island that are registered in the data base of RURAL SERVICIOS INFORMATICOS (RSI) that allow payment by this card, participate in the VISA payment system, and have the necessary means to do so; the card may be used by the holder as many times as he or she wishes until the available prepaid balance of €200 has been used in full.

If the purchase exceeds the balance remaining on the card, the difference may be paid through any method of payment accepted at the establishment where the purchase is made.

PROMOTUR reserves the right to change these gifts for others of a similar nature or value in the case of force majeure.

Under no circumstances may the prizes included in this promotion be exchanged, altered, redeemed for cash or transferred to a third party at the request of the participant.

The card is a bearer instrument and the holder shall be solely responsible for its use and safekeeping. Any card that is stolen, lost, misplaced or damaged will not be replaced.

#### RULE FOUR.- PARTICIPATION MECHANISM.

During the promotional period, all participants who fulfil the requirements laid down in rule one and access the web pages [www.elsecretodelasislascanarias.com](http://www.elsecretodelasislascanarias.com), [www.thesecretofthecanaryislands.com](http://www.thesecretofthecanaryislands.com) and [www.dasgeheimnisderkanarischeninseln.com](http://www.dasgeheimnisderkanarischeninseln.com) and provide all the data required on the form (given name(s), surname(s), sex, identity document number, address, town or city, province, post code, country, e-mail address and contact telephone number), and accept the terms and conditions of this promotion and the privacy policy will receive an e-mail in which they will be asked to click on the link to validate their e-mail address and be able to take part in the promotion;

PROMOTUR will then confirm whether the data have been sent correctly, and if so, it will confirm participants as holders of a prize in this promotion.

Participants who do not fulfil the requirements contained in these Rules in accordance with the terms of the preceding paragraph will be expressly disqualified from this promotion.

Validated participants will be holders of the card indicated in the preceding Rule.

To obtain the prize, participants may collect the prepaid card, once 15 days have lapsed since the aforementioned validation, at any branch of CAJASIETE CAJA RURAL S.C.C. open to the public during

business hours, on the island of El Hierro, after 09 July 2014; these branches are:

-Frontera (Open Monday to Friday: 8:15 to 14:30), at Calle Cruz Alta, 2. 38913 Frontera. Telephone: 922 55 59 47 - 922 55 59 71

-El Pinar (Open Monday to Friday: 8:15 to 11:00), at Calle El Roque, 2. 38914 El Pinar. Telephone: 922 55 81 28 - 922 55 85 32.

-Frontera (Open Monday to Friday: 8:15 to 14:30), at Calle Doctor Quintero, 17. 38900 Valverde. Telephone: 922 55 20 20 - 922 55 20 41.

Participants must provide proof of identity by means of an appropriate document (National Identity Card, Foreigner Identification Number or passport). They will also be required to prove that they are staying at an authorised establishment on El Hierro<sup>2</sup> through the booking voucher issued by the establishment.

After checking the document provided and consulting the list issued by PROMOTUR of participants who have fulfilled the requirements of these Rules, the bank entity will hand over the aforementioned card.

It shall be considered contrary to good faith and against these Rules and the principles of this promotion if a single individual identifies himself or herself on the web page using more than one user name and e-mail account to be able to participate. Should PROMOTUR reasonably suspect that this has occurred, the registration will be cancelled and the participation will not be admitted.

#### RULE FIVE.- CLAIMS.

The claims period for any issue or circumstance related to this promotion will end three months after the promotional period ends.

#### RULE SIX.- ACCEPTANCE OF THE RULES.

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<sup>2</sup> Authorised establishments are those that are included on the following web pages:  
www.elsecretodelasislascanarias.com, www.theseretofthecanaryislands.com and  
www.dasgeheimnisderkanarischeninseln.com

By participating in this promotion, participants accept its Rules and the decision of PROMOTUR in relation to the settlement of any issue arising from the running of the promotion.

#### RULE SEVEN.- USE OF THE WINNER'S IMAGE.

Participants authorise PROMOTUR to use their name and image in the advertising or written material associated with this promotion, without the right to any financial consideration, within the time frame and the geographical scope laid down in current legislation and without this use resulting in the right to any remuneration or benefit of any kind.

PROMOTUR may, where applicable, require this authorisation to be given in writing.

#### RULE EIGHT.- FRAUD.


If PROMOTUR or any entity professionally associated with this promotion detects any anomaly or reasonably suspects that a participant is preventing the normal functioning of their participation in this promotion by unlawfully altering their registration or participation by any technical or computer procedure in order to falsify their participation, the registration of the participant will be unilaterally withdrawn. In this respect, it is important to note that PROMOTUR has set up the necessary technological media to detect any possible fraudulent, abnormal or malicious conduct intended to alter any participation in order to obtain the prize through unlawful means. PROMOTUR therefore reserves the right to withdraw any participant from the list of participants when there is evidence or reasonable suspicion that they are engaged in irregular conduct as described above; the participant shall receive no notification.

#### RULE NINE.- EXEMPTION FROM LIABILITY IN THE CASE OF INTERNET FAILURE.

PROMOTUR shall be exempt from all liability in the case of failure of the Internet or incorrect transmission of contents that prevents the normal functioning of this promotion due to causes beyond the company's control and in particular due to external malicious acts.

#### RULE TEN.- DATA PROTECTION.

In accordance with the terms of Organic Law 15/1999, of 13th December, on the Protection of Personal Data, and Law 34/2002, of 11 July, on Services of the Information Society and Electronic Business, voluntary sending of personal data (including the e-mail address) to participate in this promotion means that the participant expressly authorises PROMOTUR TURISMO CANARIAS, S.A., so that, by its own means or through other entities that manage or process the data, it may include their data in a file of which it is the owner and their data may be used for the Promotion of the Canary Islands as a Tourism Destination, through direct communication.



PROMOTUR TURISMO CANARIAS, S.A. informs participants that, in view of the collaboration in this promotion of bank entity CAJASIETE CAJA RURAL S.C.C., whose registered office is in Avenida Manuel Hermoso Rojas, 8, 38003 - Santa Cruz de Tenerife (Spain), their personal data may be communicated to this entity for the purpose of issuing the gift for this promotion, solely and exclusively to enable the participant to receive the gift.

Should this be necessary, participants authorise this bank entity to access their data.

PROMOTUR TURISMO CANARIAS, S.A. informs you that the bank entity shall not be authorised to allocate, apply or use the data to which it has access for any other purpose or in any other way that would create a breach of the express instructions given to it by PROMOTUR in direct relation to this promotion.

The data on the entry form will be processed by PROMOTUR for the purposes of administering this promotion and as set out in these Rules. If participants do not mark the box "I do not wish to receive commercial information by telematic means", the data on their entry form will also be processed by PROMOTUR for the purpose of sending them information about its products and services in relation to the tourism sector.

Participants will have the right to access this file in order to oppose, amend, correct or cancel its content, in whole or in part, by post at the following address: PROMOTUR TURISMO CANARIAS, S.A., Calle Víctor Hugo, 60, 35006 Las Palmas de Gran Canaria, or by e-mail to

[webturismolopd@turismodecanarias.com](mailto:webturismolopd@turismodecanarias.com), including the following details:

- Full name of the user.
- Request indicating what is required.
- Address for notices, date, and signature of the user.
- Documents to support the request made, where applicable.

#### RULE ELEVEN.- SETTLEMENT OF DISPUTES.

Participants accept the decision of PROMOTUR in relation to the settlement of any issue arising from this promotion.

#### RULE TWELVE.- MODIFICATION OR CANCELLATION OF THE PROMOTION.

PROMOTUR reserves the right to modify or cancel the promotion while it is in progress due to force majeure or unforeseeable circumstances or any technical or technological causes that directly or indirectly affect the operation and/or functioning of the promotion, whether directly by PROMOTUR TURISMO CANARIAS, S.A. or by third parties associated with this promotion. PROMOTUR TURISMO CANARIAS, S.A. similarly reserves the right to modify or cancel the promotion while it is in progress as a result of the gift established in rule **THREE** running out.<sup>3</sup>

#### RULE THIRTEEN.- REGISTRATION OF THE RULES.

The Rules of this promotion have been filed and registered at the office of

Notary Pedro Viñuelas Sandoval, in Calle Domingo J. Navarro, No. 1, Las Palmas de Gran Canaria (Spain) and published in the Electronic File of Competition Rules (ABACO), a public service provided by the General Council of Spanish Notaries and posted on the web page <http://www.notariado.org/liferay/web/notariado/e-notario/abaco> and will be available for anyone who wishes to see them; the Rules will also be available on the web pages [www.elsecretodelasislascanarias.com](http://www.elsecretodelasislascanarias.com), [www.thesecretofthecanaryislands.com](http://www.thesecretofthecanaryislands.com) and [www.dasgeheimnisderkanarischeninseln.com](http://www.dasgeheimnisderkanarischeninseln.com) for the duration of the promotion.

<sup>3</sup> Modification made by virtue of the Measure referring to deed 928/2014 of the Protocol of Notary Pedro Javier Viñuela Sandoval, member of the Canary Islands Association of Notaries, on 4 July 2014.

**RULE FOURTEEN.- LANGUAGE OF THE RULES.**

The language of these Rules for the purpose of their interpretation will be Spanish, which will prevail over any translation that may be made of the Rules.