

## Terms and conditions of the prize related to the project: “m-Advertising Attitudes”

1. The Project “**m-Advertising Attitudes**”: (<http://tinyurl.com/m-ad-english>) is organized by the professor Carlos Flavián Blanco ([cflavian@unizar.es](mailto:cflavian@unizar.es)), Miguel Guinalfú Blasco ([guinaliu@unizar.es](mailto:guinaliu@unizar.es)) and Isabel Iguacel Azorín ([isabeliguacel@hotmail.com](mailto:isabeliguacel@hotmail.com)), of the Department of Economy and Direction of Company of the University of Zaragoza (Spain), C/ Gran Vía, 2, C.P. 50002, Zaragoza, España.
2. Among the people who collaborate in the research there will be a prize draw for 10 mobile phones BIC Phone <http://www.bic-phone.fr/en/> with an additional 12 euro credit.
3. To participate in the draw of these prizes is necessary to fill in completely the survey available in the following electronic address:  
<http://tinyurl.com/m-ad-english>
4. The deadline for the sending of the surveys to participate in the draw will be on September 30, 2009.
5. The senders of the incomplete surveys will not enter in the draw. Moreover, each sender could only participate one time, for that purpose we have taken control measurements that allows us to verify that only one participant sends only one survey.
6. The draw will be on October 1, 2009, in the hall of the Faculty of Business and Economics of the University of Zaragoza, C/ Gran Vía, 2 at 11:00. In this draw there will be extracted 10 names. Once the names have been selected, the persons responsible of the project will contact with the 10 winners through by email or by phone in case the person would not facilitate any email address.
7. The name of the winner of the draw will be published in the following electronic address:  
<http://www.guinaliu.es/>.
8. The persons responsible of the Project reserve the right to modify the terms and conditions of the draw in case of the strict necessity by timely communicating through the same media.
9. In compliance with the Organic Law 15/1999, 13<sup>th</sup> December, of the Data protection of Personal Character, we inform you that your personal data bring for you will be included in the database of the University of Zaragoza (Spain). The aim of the collection and the processing of data is to carry out the study called “m-advertising attitudes” and to contact you in case you are winner of the prize that we draw between the participants. In no case, we will give the data collected to third persons. All those interested could practice their rights of access, rectification, cancellation, and opposition, you can write to the persons responsible of the project in the address: Carlos Flavián Blanco, C/ Gran Vía, 2, C.P. 50005, Zaragoza.  
The forms to exercise those rights can be found in the following Internet address [www.agpd.es](http://www.agpd.es).
10. The fact to participate means the acceptance of the present terms and conditions of the draw.
11. To any doubt you can contact Miguel Guinaliú in the following address  
[guinaliu@unizar.es](mailto:guinaliu@unizar.es).