



BASIS OF PARTICIPATION IN #CHORIZOPICNIC

BASIS 1 - ORGANIZER:

The action is organized by:

Consortio del Chorizo Español

19 Basilica Street, 28020

Madrid

VAT NUMBER: G87390258

BASIS 2 - OBJECTIVE:

To inform and raise awareness of the products bearing the *Spanish Chorizo* label, and to demonstrate its possibilities by publishing images featuring **products bearing the Spanish Chorizo, made by those registered on the official participation form.**

Encourage and aid the websites and blogs participating in the activity, **providing them with:**

- **A pack for the contestant consisting of: a packet with a sweet chorizo ring, a packet with a spicy chorizo ring, a packet of sliced chorizo, a picnic tablecloth, a chopping board, a knife and a freezer bag** so that they can make a picture featuring products bearing the Spanish Chorizo label, publish it on their website and promote it on their social media accounts.

BASIS 3 - PARTICIPANTS:

Content creators who maintain **gastronomy websites and blogs and that register for the campaign through the official participation form for #ChorizoPicnic.**

Participation in the contest is completely free and exclusive for websites, blogs and social media accounts specialized in gastronomy.

The invitation to participate in *#ChorizoPicnic* **is made at the direct invitation of the Consortium or through collaborating agencies**, and the Consortium reserves the right not to accept submissions from participants who were not invited to participate.

BASIS 4a.- ACCEPTANCE:

By completing the registration form, and providing the details about the gastronomy websites and blogs (website and social media profiles), the owners of the website or blog **give their consent for such data to be included on the official website of the Spanish Chorizo Consortium.**

Acceptance implies that:

Basis of participation in #ChorizoPicnic

- The gastronomy website or blog must publish the picture made using products bearing the Spanish Chorizo label on its website and on its social media networks, within the dates specified.

The publication must include at least one photograph showing the product (chorizo), the picnic tablecloth and the Spanish Chorizo Consortium logo.

BASIS 5- PROCESS OF #CHORIZOPICNIC:

Deadline for signing-up: 1st August 2022 or until quota of contestants is reached.

Delivery of contestant pack: Between 25th July and 21st August 2022.

Content Post Publication: Consultants shall publish their content between 1st August and 31st August 2022.

BASIS 6a - USAGE OF #CHORIZOPICNIC IMAGES

The intellectual property of the images published on the participating gastronomy websites and blogs for #ChorizoPicnic will belong to aforementioned websites and blogs, **allowing the Spanish Chorizo Consortium to publish them**, always mentioning that the images remain the intellectual property of the recipe creators.

BASIS 7a - PRIVACY CLAUSE:

The information provided by the #ChorizoPicnic participants will be processed in accordance with the requirements of the Organic Law for the Protection of Personal Data and Guarantee of Digital Rights, OLPPDGDR, and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016. The Spanish Chorizo Consortium does not sell, loan, or make available to third parties the personal data provided by the participants.

In compliance with the OLPPDGDR, the Spanish Chorizo Consortium informs the participant that their personal data will be entered into a database in order to include the website and blogs' data on the www.chorizoespanol.es website, and to arrange the free delivery of the participant's #ChorizoPicnic pack.

In accordance with the provisions of the Organic Law 3/2018, of 5 December, of the protection of personal data and guarantee of digital rights, we inform you that the personal data provided will be processed in order to be able to participate in the campaign activity, as well as to inform participants, by email or by other means of communication, of any future activities organized by the Spanish Chorizo Consortium, unless otherwise stated when requesting participation. To exercise your access, rectification, cancellation, and opposition rights, you must contact the person responsible for the file of the Spanish Chorizo Consortium.