

Santalucía Impulsa 2020 Programme

LEGAL BASIS

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0. INTRODUCTION

With almost 100 years of experience in the Spanish insurance market, **SANTA LUCÍA, S.A. , Insurance and Reinsurance Company** (hereinafter "**Santalucia**"), is the parent company and origin of the [Santalucia Group](#). **Santalucía** is firmly committed to the progress and well-being of society, doing its utmost to actively contribute to projects with a social content that promote the human progress of society.

The company's identity is based on a culture of closeness to customers and society to accompany and respond to their needs and concerns, with a long-term vision and prudent management within the framework of consolidated principles and values, promoting a very high capacity for innovation.

With this vision in mind, the aim is to continue the **Santalucía Impulsa StartupsProgramme**, in which **Santalucía** wishes to identify those business solutions that have clear possibilities for growth and can be scaled, and which can be supported to achieve this potential.

INNSOMNIA ACCELERATOR, S.L. will have a special presence in the management and development of the Programme. (from now on, "**Innsomnia**"), an entity specialized in providing value added services in the field of innovation and digitalization of companies, aswell as in the design and management of specific programs for the incubation and development of innovative initiatives, with the necessary material and human resources, is a partner of Santalucia.

The following are the **bases that** will govern the Program.

1. OBJECT

SAINT LUCIA, INC. Compañía de Seguros y Reaseguros (hereinafter **Santalucía**), a Spanish insurance **company**, with Tax Identification Number A-28039790 and registered office in Madrid, Plaza de España No. 15, P.C. 28008, announces the **Santalucía Impulsa Startups** Programme, hereinafter also referred to as "**the Programme**", which is free of charge, with the aim of promoting open innovation and the values of entrepreneurship.

The Programme will be governed by these rules, which will be understood to be automatically accepted, without any reservations, by all Participants who submit their projects to qualify for the prizes detailed below.

2. PARTICIPATION

Registration to participate is free of charge. However, the acquisition of the condition of Participant requires the fulfilment of all the registration requirements contained in these Rules.

Participation in this Programme is open to natural or legal persons who fulfil the following requirements:

- In the case of a natural person, to have reached the age of majority, to have full capacity to act and to have legal residence in Spain.
- Employees of the Santalucia Group and collaborating companies may not participate.
- To have formalized in time and form the inscription in the Program, completing all the required data.
- Not having been convicted by a final judgement, for intentional crimes, with a penalty equal to or greater than six months, as long as criminal liability has not been extinguished.
- Not to be in a legal situation of bankruptcy of natural or legal persons.
- Not have exceeded 5 years of incorporation or registration as an entrepreneur at the time of publication of these bases.

Those Participants who, originally or during any of the phases of this initiative, fail to comply with any of the above-mentioned requirements, may be eliminated at any time as Participants in the Program, losing any option to participate in the Program and receive any service.

The data that Participants provide when registering in the Program must be truthful, to that effect, and therefore those Participants whose data is incorrect or incomplete will lose any option to participate in the Program and receive any service. To this end, by voluntarily registering in the Programme, you authorise **Santalucia to carry out the** checks it deems necessary to verify the veracity of the data provided, always in relation to the professional field.

3. PROJECTS

The Project that is registered in the Program must comply with the following requirements:

- a)** It must be an **incorporated company**.
- b)** The product or service must constitute a **minimum viable product (MPV)**. Projects in the ideation phase will not be taken into account.
- c)** It must have a **technological base or incorporate some element of an innovative nature that** will be described in the documentation provided at registration.
- d)** Although it is not a requirement, the **international vocation of** the Project will be positively valued, as a means of promoting a global business culture.
- e)** It must not include content that is subject to the intellectual or industrial property rights of third parties that have not been duly authorised or licensed.
- f)** It must comply with current legislation, morality and public order, as well as the principles and values enshrined [in the Santalucia Code of Ethics and Conduct](#). In this sense, **Santalucia**, with or without the consent of the committee of experts or jury, reserves the right to eliminate from the Program any Projects that, in its own free judgment, contain or use images or content that are contrary to or violate its Code of Ethics and Conduct.

4. VALUATION STANDARDS

We will attend to valuable aspects of the Project such as

- Creativity and innovation criteria
 - o Advances in the development of technology with possible application to insurance activity or complementary activities in a broad sense
 - o Degree of innovation and differentiation of the business model from the current competition
 - o Without being exclusive, but the application of the project to one of these categories or domains will be positively valued:
 - SENIORS - *Silver Economy*
 - DECESOS - Insurance and Funeral Home
 - HOME ECOSYSTEM
 - INVESTMENTS - *Wealth Management*
 - EMERGING TECHNOLOGIES
 - DIGITALIZATION
- Entrepreneurial team criteria
 - o Clear competencies and capabilities for business success
 - o Team Background
 - o Social skills to cultivate a network
 - o Knowledge of the industry and/or scope of the Project
 - o Commitment and dedication of the team to the Project
- Business criteria
 - o Potential market and possibilities for growth and profitability in relation to the insurance activity or complementary activities in a broad sense
 - o Expected return, additional investment and risk analysis
 - o Marketing method
- Economic and social impact of the project
- International Projection

To complement the information on the Projects, personal interviews may be established, following an interview script, to determine information not reflected in the documentation provided through the registration form.

5. REGISTRATION

Santalucía launches a challenge open to the startup community to innovate in new products, services and strategic corporate areas. The entity seeks solutions within the scope of a vertical in order to incorporate the latest technological innovations into its business model.

On the other hand, Innsomnia will participate in this point, among other activities, by searching for projects and ideas from startups, entrepreneurs and consolidated companies that can provide solutions to the challenge posed by Santalucia in the following area or vertical:

□ VERTICAL: **LEGALTECH**

Santalucía seeks solutions in the **Legaltech** field that can be applied to its parent company and the companies of the Santalucía Group, improving the **provision of services**, the **experience of clients and users** and the **efficiency of processes**, always with a focus on **digital transformation**.

Therefore, this challenge seeks to find Legaltech applications that give coverage to areas or products of the company such as **Home, Death or Wealth Management** that improve and **optimize operations** and also **loyalty to** customers of the corporation, both **Senior** (*Silver Economy*) and **future generations** (*Millennials, Generation Z, ...*).

This challenge aims to find tools that will also facilitate the **legal and contractual operations of the Santalucia Group** with a special focus on

- **Artificial Intelligence**
- **Blockchain**
- **Big Data Analytics**
- **Smart Contracts**
- **Other Legaltech solutions**

and its possible applications in the field of:

- **Document and process automation**
- **Resolution of sentences**
- **Database management**
- **Claims processing**
- **Expertise**
- **Wills**
- **Travel documentation**
- **Advice**
- **Fraud or risk control**
- **Cybersecurity and Privacy**
- **Asset management**

- o **Solutions related to digital evidence**
- o **Others**

Candidates to become Participants must complete the process of filling in the **form and sending it to the** Program's web platform, <https://www.santaluciaimpulsa.es/legaltech/> or to Innsomnia's web platform, as the Program's manager, through the link <https://innsomnia.es/es/santalucia.html>.

The form itself indicates which information is mandatory and which is optional, and the following documentation, among others, will be requested:

1. Contact details of the Project representative.
2. Information about the Project following the scheme and format indicated in the Web Form.
3. Express declaration of acceptance of these Program Rules and the Privacy Policy.

Once the correct and total inscription has been verified, a confirmation e-mail will be sent to the Participants with the legal bases attached.

Those registrations received or attempted after the deadline will not be accepted.

6. CALENDAR or TERMS

- a) The Registration Period will start from the publication of these Rules, on May 26, 2020, and will end on July 7, 2020, at 23:59.
Registrations received before or after the dates indicated will not be accepted.
- b) The Evaluation and Selection Period of the Projects received (in two phases), will run from the day after the end of the registration period (July 7, 2020) until the end of July 2020, when the selection of at least 2 winners of the challenge will be communicated, awarded with the participation in the Acceleration Program of **Santalucia Impulsa Startups**.
- c) Subsequently, from September 15 (tentative date), the Kick-off will be held, which will initiate the development of the Acceleration Program of the selected or winning Projects until December 2020 (tentative date).
- d) Until the beginning of December (tentative date), the PoC or Proof of Concept with lace will take place in Santalucia, following the mentoring, training and monitoring calendars stipulated in the *Kick-off*.
- e) Finally, at the end of December 2020 (tentative date) Accelerated Startups must present their prototypes or PoCs in a private event, Demo Day or Partners Day format, in which Accelerated Projects in the Acceleration Program will make a presentation to a set of professional experts or jury, who will recognize the best solution, in place and time to be determined, which will be communicated to the Participants in due time.
 - a. However, if the special current situation and/or circumstances so require, this calendar may be modified, in which case the Participants will be duly informed.

- f) Santalucia may decide to increase or reduce the number of winners without breaching these rules, taking into account the development of the Programme.

7. MECHANICS

Evaluation and Selection Phase

1) STAGE 1:

Firstly, once the registration period has ended, the projects that will participate in the programme will be selected by an internal evaluation committee, made up of technical staff designated by **Santalucia** and Innsomnia, which will analyse the projects received and pre-select approximately a *short list* of at least 30 candidates (the "**Selected**").

The Selected participants must accept the conditions of participation in a reliable and unequivocal manner before proceeding to consider themselves definitively accepted in the Programme.

2) STAGE 2:

A Committee of Experts, made up of experts from **Santalucia** and external technical staff, will then carry out a second evaluation, from which at least 10 finalist projects will emerge.

To complement the information on the Projects, personal interviews may be established (with prior notice), following an interview script, to determine information not reflected in the documentation provided through the registration form.

Once the second evaluation has been completed, at least 2 winning startups will be selected to develop a solution with fit for the Santalucia Group

Public information about the Projects selected to be accelerated will be published on the Program's website, and each of the Selected will also receive an e-mail notification.

The criteria for selecting the winners will be based on the factors listed in section 5 of these rules, such as the innovative nature of the project, the soundness of the business approach, the economic viability of the project and the quality of the presentation.

Acceleration Phase

The program will be taught by experts from Innsomnia for a period of approximately 3 or 4 months. This phase includes group remote training sessions or workshops, and individual mentoring

sessions which may be either face-to-face or, as indicated, also remote (depending on the circumstances) per project.

The topics to be developed will depend on the type of companies selected and the particular interests. However, the training includes specific topics that are necessary for the project or the team and, in general, financial planning, commercial, marketing, legal aspects, methodologies, analysis of investment sources, communication and presentation of projects, etc.

For the participants who are finally chosen, they will participate in a **totally free acceleration program, which will** be developed and managed by Innsomnia together with experts from Santalucia.

PoC

As indicated in base 7, until the 4th of December (tentative date) or December (no date), the Proof of Concept (PoC) will be carried out with pace in Santalucia, following the mentoring, training and monitoring calendars stipulated in the Kick-off.

The funding and implementation requirements of the PoC will be agreed individually between **Santalucia** and each Participant.

Demo Day or Partners Day

The Accelerated Projects, at the conclusion of the Program, will present each Project in an event specially prepared to make its details known to an audience with potential interest in **Santalucia**, with whom they will be able to establish ways of collaboration. The order of presentation will be by scrupulous drawing of lots among the projects and all presentations will have the same exhibition time.

8. PERSONAL DATA PROTECTION

For the purposes of current legislation on the Protection of Personal Data¹, and in accordance with the provisions of these Legal Basis of the **Santalucía Impulsa Programme for startups ("Programme")**, as a Participant in the same, **Santalucía** offers you the following information on how we treat your personal data with regard to your involvement in the Program.

¹ That is, Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (RGPD) and Organic Law 3/2018 of 5 December on the protection of personal data and the guarantee of digital rights (LOPDGDD).

1. Who is responsible for processing your personal data?

The person responsible for processing the personal data of the participants in the Program is **SANTA LUCÍA, S.A., Compañía de Seguros y Reaseguros**, with address in Madrid, Plaza de España No. 15, C.P. 28008, and with N. I. F. No. A-28039790 (hereinafter, "**Santalucía**")

Santalucia has formally appointed a Personal Data Protection Delegate and has also enabled the following communication channel dpo@santalucia.es

Likewise, you are informed that when you register for the Program, as you were informed when you sent your data in the registration form, your personal data will also be part of INNSOMNIA ACCELERATOR, S.L.'s databases. (from now on, "**Innsomnia**"), an entity collaborating with **Santalucia** in the management and development of the Programme. Innsomnia, on the other hand, will provide you with the corresponding information in compliance with the current regulations on Personal Data Protection.

2. How do we get your personal data?

We must distinguish between the sources from which your data come and the type of personal data processed by **Santalucia**:

a) Sources of personal data.

- o Contributed by you when you registered through the form available on the Program's web platform, <https://www.santaluciaimpulsa.es/legaltech/> or the Innsomnia web platform, as the Program manager, through the link <https://innsomnia.es/es/santalucia.html>, in which case your data were given to us by the Program manager.
- o Contributed by you later during the development of the Program.

b) Types of personal data.

- o Identification data: name and surname, telephone and physical address and e-mail and image.
- o Details of other participants who are part of your participation. In this respect, the Participant declares that he or she has obtained the consent of and informed the persons whose details were provided to **Santalucia** for their necessary participation in the Programme.

3. For what purpose do we process your personal data and what is the legitimation?

We will treat your personal data for the correct development, management and achievement of the Program in which you have voluntarily enrolled. Therefore, such treatment is legitimised in the necessary execution of the Programme of which you are a part.

This may mean that **Santalucia** needs to make the appropriate checks on the veracity of the data and information provided, based on its legitimate interest and/or compliance with legal obligations.

Finally, for the purposes of promoting the Program, as well as Participants, we may use your image as reported in the following Base.

4. To which recipients will your personal data be communicated?

No transfer of your data is foreseen, unless a legal obligation or requirement for the proper implementation of the Program requires its communication. Various suppliers, with whom Santalucia has signed the corresponding contracts for processing, will have access to the same data.

5. How long do we keep your data?

The personal data will be kept for the duration of the Programme and, subsequently, will be kept for the legal periods of time that apply in each specific case, taking into account the type of data, as well as the purpose of the processing, and will be subsequently deleted.

In relation to the treatment of the image whose rights have been transferred to **Santalucia**, we **would like to** inform you that, although the transfer of the image obtained in these cases is not subject to any time limit, nor is it restricted to the national scope of any country, so that the media through which it has already been used during your relationship with **Santalucia** and the Programme may continue to be used, you are informed that you may exercise your rights at any time within the limits set out above. On the other hand, the image, understood as personal data, will be kept for as long as your relationship with the **Programme is in** force, and will be kept for the legal periods of time that may apply, and will then be deleted.

You can ask for more information about **Santalucia's** data conservation periods at: arcolopd@santalucia.es

6. What are your rights in relation to the processing of your data by us?

Santalucia informs you that you have the right to access your personal data and obtain information about how it is being processed.

Likewise, you have the right to request the rectification of inaccurate data or, where appropriate, to request their deletion when, among other reasons, the data are no longer necessary for the purposes for which they were collected by **Santalucia**.

Under certain circumstances, you may request a limitation on the processing of your data, in which case **Santalucia** will only keep them for the exercise or defence of any possible claims.

Also, under certain circumstances, you may object to the processing of your personal data for the purpose informed by **Santalucia**, without this affecting the lawfulness of the processing based on prior consent. In this case, **Santalucia** will cease to process the personal data, unless there are legitimate reasons, or to guarantee the exercise or defence of any possible claims.

Finally, you may request the right to portability and obtain for yourself or for another service provider certain information derived from the contractual relationship formalized with the Entity.

You may exercise such rights by writing to **SANTA LUCÍA, S.A., Compañía de Seguros y Reaseguros** at the postal address Plaza de España, 15, 28008 Madrid, or to the e-mail address arcolopd@santalucia.es.

In both cases, it is required to prove the identity of the person exercising their rights, by sending a copy of their DNI, NIE, passport or equivalent document, on both sides.

Santalucia will provide you with the requested information within a maximum period of one month from receipt of the request. This period may be extended by two months if necessary, taking into account the complexity and number of applications.

You may withdraw your consent at any time, in the event that consent has been given for a specific purpose, without this affecting the lawfulness of the processing based on the consent prior to withdrawal.

You may lodge a complaint with the competent data protection supervisory authority. However, in the first instance, you may file a complaint with the Data Protection Officer, who will resolve the complaint within a maximum period of two months.

Confidentiality obligations

The Participants and Santalucia agree to keep secret and confidential all personal data and information of a confidential nature that may arise during the development of the Project (*know-how*, finances, security of access to facilities, personal data or any other aspect related to the

Project, Santalucia and/or the Participants), which may become known as a result of their relationship with it. This obligation will continue even after the end of their participation.

By registering, the Participant confirms that he or she has read and understood the information on data protection provided by **Santalucia**, as well as stating that he or she has obtained the consent of and informed the persons whose data were provided to **Santalucia** for their necessary participation in the Programme.

9. TRADEMARKS, SYMBOLS AND IMAGE RIGHTS

By participating in this Programme, Participants unequivocally consent to the use, publication and reproduction worldwide and without limitation, by the organisers, of their name, essential personal data and image and, where appropriate, names, brands and logos in any type of advertising, promotion, publication, including on the Internet, or any other medium of whatever nature, for commercial or informational purposes as long as these are related to this Programme, without the right to a refund of any kind for the participant and without the need to pay any amount. This promotional purpose is essential and necessary for the achievement of the Programme.

Likewise, the selected Projects commit themselves - if requested by the organization - to appear at a press conference with the directors of **Santalucia** to present their Projects within the framework of the development of the Program.

10. MISCELLANEOUS

- a) A period of 10 working days is set, from the jury's decision and proclamation of the winners, for the reception of claims, which will be sent to **Santalucia**. After this period, no claims related to this Programme will be considered.
- b) For all litigious matters that may arise from this Programme, both **Santalucia and** the winners and Participants in the Programme expressly waive any jurisdiction that may correspond to them, and expressly submit themselves to the Courts and Tribunals of Madrid.
- c) **Santalucia** reserves the right to cancel, suspend or modify these Rules, as well as the organization and/or management of this Program. In particular, if **Santalucia** detects the existence of any fraudulent use, it reserves the right to cancel, suspend or modify any of the present rules to correct this misuse of the Program, at any time during its development.
- d) **Santalucia** reserves the right to cancel the Programme at any time due to low participation or any other justified reason.

All those matters not expressly regulated in these Rules, as well as any discrepancy on the interpretation of the same will correspond in a unique and unappealable way to **Santalucia**. To resolve them in accordance with the purpose and objectives that inspire this initiative and in compliance with **Santalucia's** internal regulations, the Participant undertakes to accept the decisions taken.

Last review of these bases, May 26, 2020

MORE INFORMATION ABOUT INNSOMNIA OF THE CALL



HOW TO PARTICIPATE?

<https://innsomnia.es/es/santalucia.html>

WHAT DOES PARTICIPATING BRING TO ME?

- o Co-development of a proof of concept together with the company and its subsidiaries
- o Specific mentoring adapted to the technological development needs of your project with a follow-up by Innsomnia and senior mentors recognized in the field of Insurtech.
- o Access to Value Added Services to make your project grow.
- o Technological credits with our strategic partners.
- o The possibility of reaching an agreement with the company after developing the Proof of Concept
- o Networking and international networking through The Talent Route

AND YOU'LL HAVE THE PHILOSOPHY OF INNSOMNIA:

- o We're not asking for equity. It's very important to us that you remain the owner of your dream.
- o We encourage B2B, so we will work side by side with you to see your project grow.
- o You will be able to become part of the Innsomnia Startup Club, from where we will continue to provide you with value so that you can continue to sell all over the world.

WHAT DO WE ASK IN RETURN?

Your effort, dedication and commitment during the months that the Proof of Concept co-creation process lasts in order to provide solutions to the challenges posed by corporations.