

## **KASPERSKY ACADEMY TALENT LAB INTERNATIONAL CYBER WORLD COMPETITION**

### **Terms And Conditions**

#### **Promoter**

The Promoter of the Competition is Kaspersky Lab UK LTD with its registered address at New Bridge Street House, 30-34 New Bridge Street, London, EC4V 6BJ, United Kingdom.

#### **Eligibility**

The competition is open to all residents worldwide aged 18-30 years , except:

- (a) to anyone residing in Italy due to Italian legislation on prize promotions;
- (b) employees of the Promoter or its holding or subsidiary companies;
- (c) employees of agents or suppliers of the Promoter or its holding or subsidiary companies, who are professionally connected with the competition or its administration; or
- (d) members of the immediate families or households of (b) and (c) above;
- (e) to anyone who has no bank account in his/her own name.

In entering the competition, the participant confirms that he/she is eligible to do so and eligible to claim the prize(s). The Promoter may require the participant to provide proof that he/she is eligible to enter the competition.

There is no limit to the number of entries by a participant, but each participant must not provide more than one (1) entry for the same topic.

The competition is open to individual or group submissions, however in case a group submission is chosen for participation in the final winners selection event and/or wins one or more of the final top prizes, only one representative of the group (to be chosen by the group) will be provided with the Global Finalist Prize (travel, accommodation and participation in the final winners selection event in Prague), and/or the Creativity Talent Prize, the Security Talent Prize or the Top Talent Prize.

Each participant must be available and willing to attend the final winners' selection event to be held in Prague, Czech Republic on February 15-18, 2017.

#### **Competition**

This is a skills-based competition, where eligible participants are invited for submissions to identified topics for evaluation by a panel of judges. The Promoter will send the full names of the

judges to anyone who writes within one month after the Closing Date of the competition requesting details of the judges to the following address: [talentlab@kaspersky.com](mailto:talentlab@kaspersky.com)

The competition comprises of two stages. The initial stage is open to any individual or group who is eligible to enter the competition and the final stage is open to fifty (50) participants selected from the initial stage entry. Prizes are only awarded to those who are selected as winners at the final stage.

### **Competition Objective**

The goals of the competition are:

- Innovations development & ideas testing
- Sharing knowledge & experience
- Professional development & connecting

### **Competition period**

The initial stage of the competition will run from **August 1, 2016**, 12:00:01 PM London time (the "Opening Date") to **November 15, 2016**, 23:59:59 London time (the "Closing Date") inclusive.

All competition entries must be received by the Promoter by no later than 23:59:59 London time on the Closing Date. All competition entries received after the Closing Date are automatically disqualified.

ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.

The second stage of the competition is open to fifty (50) participants selected from the initial stage entry and will take place at the final winners selection event to be held in Prague, Czech Republic on February 15-18, 2017.

### **How to enter**

To enter the competition, the participant has to visit the competition website located at <https://academy.kaspersky.com/talentlab> ("Competition Site") during the competition period and choose the topic(s) he/she is interested to research into or develop solutions for.

Thereafter the participant shall create an online account and submit the online entry form set out at the link therein.

The submission must meet the "Submission Requirements" described below.

Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner(s) may be required to show proof of being the authorized account holder for that email address. The "authorized account holder" is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email address for the domain.

No purchase necessary and there is no charge to register for use of the website.

By submitting a competition entry, the participant agrees to be bound by these terms and conditions without limitation or reservation.

### **Submission Requirements**

Each submission shall follow the criteria provided in the topic description on the Competition Site and must meet the following general criteria:

1. It must not be derogatory, offensive, threatening, defamatory, disparaging, libelous or contain any content that is inappropriate, indecent, sexual, profane, indecent, tortuous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person.
2. It must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable local laws and regulations in any state where the submission is created.
3. It must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark or otherwise indicates a sponsorship or endorsement by a third party, commercial entity or that is not within the spirit of the competition, as determined by the Promoter, in its sole discretion.
4. It must be an original, unpublished work that is prepared exclusively for this competition and based on actual research activity carried out by the participant and does not contain, incorporate or otherwise use any content, material or element that is owned by a third party or entity.
5. It must not contain any content, element, or material that violates a third party's publicity, privacy or intellectual property rights.
6. It must not contain any misrepresentations or misleading statements, including via omission of material information.
7. It must be in English language.

**Competition Topics are:**

Technical Stream	Anti-Malware Research	<ul style="list-style-type: none"> <li>• Brand logo recognition system</li> <li>• Malware behavior logging system for MAC OS X.</li> <li>• JavaScript monitor</li> <li>• CIL de-obfuscation</li> <li>• Conversion of .NET to x86 executables</li> </ul>
	Global Cyber Threats	<ul style="list-style-type: none"> <li>• Indicator of compromise generation system based on honeypot raw data</li> <li>• Securing Wi-Fi worldwide: automatic Wi-Fi/DSL router patching and credentials checking.</li> <li>• Ransomware protection: from backups to key searching</li> </ul>
	Mobile Security	<ul style="list-style-type: none"> <li>• Web content filtering on browsers and apps for Android N and iOS 10</li> </ul>
	Cyber Physical Systems	<ul style="list-style-type: none"> <li>• Intelligence process monitoring and online fault diagnosis for prototype Cyber-Physical System</li> </ul>
	Internet of Things	<ul style="list-style-type: none"> <li>• Smart wear/clothing and smart home solutions</li> </ul>
	Safe Kids	<ul style="list-style-type: none"> <li>• Prototype of new functionality for safeguarding kids</li> </ul>
	Security Awareness	<ul style="list-style-type: none"> <li>• Cyber safety management games scenario</li> <li>• Kaspersky interactive protection simulation scenario</li> </ul>

Non-Technical Stream	Consumer Marketing	<ul style="list-style-type: none"> <li>• An application concept within the framework of Security Beyond Anti-Virus</li> <li>• An application concept for the 'Mobile security'</li> <li>• Traditional' anti-virus and Internet security solutions: saying the same thing a different way</li> <li>• The 'new generation' and security</li> </ul>
	Web Content Analysis	<ul style="list-style-type: none"> <li>• The study of children's behavior on social networks</li> <li>• Undesirable content as seen by children</li> <li>• A study into the motives and scenarios of publishing personal information and private content on the Web</li> </ul>
	Conceptual Design	<ul style="list-style-type: none"> <li>• A Concept for a New Visual Protection Metaphor</li> <li>• Concept for a Kaspersky Lab Product Interface Designed to Protect the Internet of Things</li> </ul>
	Edutainment	<ul style="list-style-type: none"> <li>• Interactive Educational Site to Promote the Kaspersky Lab Brand</li> <li>• Information security awareness via gamification</li> <li>• "Be Cyber Savvy" – video tutorial for kids</li> <li>• Storytelling comics about cybersecurity</li> </ul>

## **Competition Winner Selection**

On or about November 15, 2016, each submission will be evaluated by a panel of judges based on the following criteria:

- Compliance with the aims and objectives of the task (30%)
- Originality & novelty of the proposed solution (30%)
- Applied research activity & depth of the problem investigation (20%)
- Positive impact on industry, society, community or environment (20%)

Judges will evaluate and attribute a score to each entry made up of scores based upon the above-listed criteria.

On December 1, 2016, fifty (50) finalists will be selected and announced on December 1, 2016 12:00:01 PM London time (the “Announcement Date”) via the Competition. Finalists will also be notified by email using the email address provided with the competition entry and be invited to present their competition entry at the final winners’ selection event to be held in Prague, Czech Republic on February 15-18, 2017.

The Promoter will make all reasonable efforts to contact the finalists. If a finalist cannot be contacted or is not available, or has not claimed their prize within 14 days starting from the Announcement Date, the Promoter reserves the right to offer the prize to the next eligible entrant selected from the correct entries that were received before the Closing Date.

At the final winners’ selection event, each finalist shall present his/her competition entry to the panel of judges in person. The panel of judges will select three (3) winners in the following categories: Top Talent; Security Talent; and Creativity Talent.

In the event of a tie between the votes for the winners, the decision of the chairperson of the panel of judges shall be the final decision.

There is a special nomination “Entrepreneurial Talent” from the general partner of the contest EF Education First. A representative from EF Education First will select One (1) winner in this category.

## **Competition Prizes**

All the participants registered and submitted their work for the contest will get a special offer for a language learning from the general partner of the contest – EF Education First.

The fifty (50) finalists selected from the participants in the initial stage will be awarded the **Global Finalist Prize**, which includes (1) Round-trip airfare (coach or available equivalent) for the finalist to travel from the major airport closest to the individual’s residence to Prague, Czech Republic to

participate in the final winners selection event to be held on February 15-18, 2017; (2) double-occupancy hotel accommodation for three nights in a 4 stars hotel. Additional Hotel accommodations may be provided at Promoter's sole discretion.

Each finalist is responsible for any other expenses including cost to obtain a passport or visa and any other incidental travel cost not expressly stated above, including but not limited to, ground transportation, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of the winner. Prize is not redeemable for cash.

In addition, each of the fifty (50) finalists will receive:

- Professional coaching from experts working with the Promoter during the competition period.
- Access to [English Live](#) from EF Education First for a month.

One (1) finalist will be selected as **Top Talent Prize** winner by the panel of judges and receive an amount of ten thousand United States Dollars (\$10 000) to spend on his/her further education. Payment of the prize amount and any value added tax (if payable) will be made by means of a bank wire transfer in U.S. Dollars, to an account in the winner's name and to the account number provided by the winner. There is only one (1) Top Talent Winner Prize for this competition.

In order to receive the Top Talent winner prize, potential winners must submit the tax documentation requested by the Promoter or otherwise required by applicable law, to the Promoter or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the potential winner's country of residence. Each potential winner is responsible for ensuring that (s)he complies with all the applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the prize may be forfeited and the Promoter reserves the right to offer the prize, in its sole discretion, to the next eligible finalist selected from remaining finalists.

One (1) finalist will be selected as the **Security Talent Prize** winner by the panel of judges to receive one (1) invitation to participate at the 2017 annual summit organized by the Promoter, the so-called Kaspersky Security Analyst Summit, with travel and accommodation expenses fully paid for one (1) individual by the Promoter, which includes (1) Round-trip airfare (coach or available equivalent) for the winner to travel from the major airport closest to the individual's residence to the location of the summit (2) single-occupancy 5 stars hotel accommodation for all the period of the Summit.

The Security Talent Prize winner is responsible for any other expenses including cost to obtain a passport or visa and any other incidental travel cost not expressly stated above, including but not

limited to, ground transportation, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of the winner. Prize is not redeemable for cash. Details of the Summit are published at the Summit website at <https://sas.kaspersky.com>

One (1) finalist will be selected as the **Creativity Talent Prize** winner by the panel of judges to receive one (1) invitation to participate at the Cannes Lions International Festival of Creativity, which includes (1) Round-trip airfare (coach or available equivalent) to travel from the major airport closest to the individual's residence to the Cannes Lions International Festival of Creativity and (2) Academy or registration pass. As the Cannes Lions School Academies' rules require the participants to have at least 18 months' work experience, the Promoter will arrange for the Creativity Talent winner a registration pass in case the Creativity Talent winner has no such experience. Details of the Festival are published at the Festival website at <http://www.canneslions.com>. For the academy pass, the chosen finalist is free to choose his/her preferred academy between the academies of the Cannes Lions International Festival of Creativity to participate in during the Festival. The available academies are listed in the Festival website at <https://www.canneslions.com/school/diplomas/>.

The Creativity Talent Prize winner is responsible for any other expenses including accommodation, cost to obtain a passport or visa and any other incidental travel cost not expressly stated above, including but not limited to, ground transportation, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of the winner. Prize is not redeemable for cash.

One (1) finalist will be selected as the **Entrepreneurial Talent Prize** winner by a representative from the general partner of the contest EF Education First to receive one-week language course in one of EF 44 destinations worldwide. The prize includes:

- One (1) week language course – 26 lessons, 40 minutes each
- Accommodation: host family, twin room
- Meals: half board during the week and full board during the weekend
- Books & materials
- Visa service & consular fee
- Transfer single & return
- Flights (up to 500 USD)

Course start date: every Monday, not later than 30 September 2017.



Prizes are not exchangeable and there are no cash alternatives for any of the prizes.

Prizes are not transferable to any other person.

In the event that any prize is forfeited, the Promoter may at its sole and absolute discretion allocate the prize to other participant(s), or elect not to award any forfeited prize(s) to any other party.

Prizes which including fully paid for travel tickets and accommodation are subject to the winners having the necessary travel documents to attend the event(s).

Each winner is solely responsible for his/her ability and availability to travel, for having the correct travel documents (international passport and visa if needed). The Promoter may endeavor to provide the winner with assistance for his/her visa application by providing the winner with the necessary air ticket and hotel reservation details during the winner's visa application, but the Promoter is not responsible and shall in no way be liable to any party for the application of visa (including approval thereof).

The winner is solely responsible for benefit and use of the prizes. The Promoter shall not be liable to any party if the winner is not able to enjoy the benefit or use of the prizes (including if the winner is not able to gain admission into any institution of learning, attend the event, travel on the required dates, or if the winner does not or is not able to provide necessary details for travel or accommodation arrangements within time for arranging participation at the events). In the event of such occurrence, the winner shall be deemed to have forfeited the prize(s).

### **Limitation of Liability**

Insofar as is permitted by law, the Promoter, its agents or distributors will not in any circumstances be responsible or liable to compensate the winner(s)/finalists(s) or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the prize(s) except where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees. Your statutory rights are not affected.

### **OWNERSHIP OF COMPETITION ENTRIES AND INTELLECTUAL PROPERTY**

ALL COMPETITION ENTRIES AND ANY ACCOMPANYING MATERIAL SUBMITTED TO THE PROMOTER WILL BECOME THE PROPERTY OF THE PROMOTER ON RECEIPT AND WILL NOT BE RETURNED.

BY SUBMITTING HIS/HER COMPETITION ENTRY AND ANY ACCOMPANYING MATERIAL, THE PARTICIPANT AGREES TO:

(A) ASSIGN TO THE PROMOTER ALL HIS/HER INTELLECTUAL PROPERTY RIGHTS WITH FULL TITLE GUARANTEE; AND

(B) WAIVE ALL MORAL RIGHTS,

IN AND TO HIS/HER COMPETITION ENTRY AND OTHERWISE ARISING IN CONNECTION WITH HIS/HER ENTRY TO WHICH HE/SHE MAY NOW OR AT ANY TIME IN THE FUTURE BE ENTITLED UNDER THE COPYRIGHT, DESIGNS AND PATENTS ACT 1988 AS AMENDED FROM TIME TO TIME AND UNDER ALL SIMILAR LEGISLATION FROM TIME TO TIME IN FORCE ANYWHERE IN THE WORLD.

THE PARTICIPANT REPRESENTS AND WARRANTS THAT HE/SHE IS THE AUTHOR OF HIS/HER SUBMITTED WORK, AND AGREES TO INDEMNIFY THE PROMOTER IN THE EVENT OF ANY LOSS OR DAMAGES INCURRED BY THE PROMOTER FOR VIOLATION OF ANY THIRD PARTY INTELLECTUAL PROPERTY RIGHTS.

THE PARTICIPANT AGREES THAT THE PROMOTER MAY, BUT IS NOT REQUIRED TO, MAKE THE COMPETITION ENTRY AVAILABLE ON ITS WEBSITE AND ANY OTHER MEDIA, WHETHER NOW KNOWN OR INVENTED IN THE FUTURE, AND IN CONNECTION WITH ANY PUBLICITY OF THE COMPETITION. THE PARTICIPANT AGREES TO GRANT THE PROMOTER A NON-EXCLUSIVE, WORLDWIDE, IRREVOCABLE LICENCE, FOR THE FULL PERIOD OF ANY INTELLECTUAL PROPERTY RIGHTS IN THE COMPETITION ENTRY AND ANY ACCOMPANYING MATERIALS, TO USE, DISPLAY, PUBLISH, TRANSMIT, COPY, EDIT, ALTER, STORE, RE-FORMAT AND SUB-LICENCE THE COMPETITION ENTRY AND ANY ACCOMPANYING MATERIALS FOR SUCH PURPOSES.

**Publicity**

Each participant consents to the Promoter (by itself or by appointing a third party to do so) obtaining and using, free of charge, their portraits, written statements, photos, audio and visual recordings and/or expressions of a personal nature by the Participant in all communication media, regardless of their character and specifications, using all typical means, with their subsequent modification and with potential combination with other works and inclusion in collective work for commercial, marketing and promotional purposes in connection with the Competition, the events related to the competition or the Promoter's business activities (including promoting the Promoter's products). The participant grants the Promoter (and any third party appointed by the Promoter) the foregoing consent on a no limitation basis (including limitations of material, time,

quantity or territory). The foregoing consent extends to the image, written manifestations, visual records and visual and audio records of a participant selected to be winner.

### **Personal Data and the Protection of Privacy**

By participating in the Competition, the participant agrees that his/her personal data (contact information) will be collected, processed, stored, used and/or otherwise dealt with by the Promoter, or by entities contractually appointed or authorized by the Promoter to carry out the collection, processing, storage, usage and/or otherwise dealing of the personal data (on behalf of the Promoter) for the purpose of organizing & conducting the Competition.

Any personal data relating to the Participants will be collected, processed, stored, used or otherwise dealt with strictly in accordance with the Promoter's Privacy Policy available at <http://www.kaspersky.com/privacy>. We recommend visiting this website regularly as the Privacy Policy can be updated due to possible amendments to the law or changes of our internal processes. The participants may contact the Promoter at [talentlab@kaspersky.com](mailto:talentlab@kaspersky.com) for queries relating to his/her rights or for access to or correction of his/her personal data.

The Participant hereby consents to being contacted electronically, and to the processing of personal data as noted above.

The Promoter is authorized to (by itself or by appointing third party to do so) refer to the participant by the personal data provided by the Participant in publication or promotional events connected to the Competition and its results (including publishing of participant's submitted work, activities during the competition and use of participants' pictures to be featured alongside the Promoter's brand products).

The participant shall ensure that all information submitted is complete, accurate, true and correct.

If the participant provides personal data to a third party, such personal data may be used by that third party in accordance with that third party's own terms and conditions and privacy policy. The Promoter cannot and does not assume responsibility for the content, privacy policies, or practices (including practices relating to the use, collection and disclosure of personal data) of such third parties. The participant expressly relieves the Promoter from any and all liability in connection with (i) the access and use of any third party websites, platforms or systems; (ii) any personal data submitted to any third party websites, platforms or systems; and/or (iii) the acts, omissions or defaults of any third parties.

In the event of any inconsistency, ambiguity or conflict between these Terms and Conditions and any brochure, marketing or promotional material relating to the competition, these Terms and Conditions shall prevail.

### **Governing Law and Arbitration**

These Terms and Conditions are governed by the laws of England and Wales. Any dispute arising out of or in connection with these Terms and Conditions, including any question regarding its existence or validity or construction thereof or in connection with the competition, shall be referred to and finally resolved under the Rules of Arbitration of the International Chamber of Commerce by three arbitrators appointed in accordance with the said Rules. The seat of arbitration shall be London, England. The procedural law of this place shall apply where the Rules are silent. The language to be used in the arbitration proceeding shall be English.

### **General**

If there is any reason to believe that there has been a breach of these terms and conditions, the Promoter may, at its sole discretion, reserve the right to exclude the participant from participating in the competition.

The Promoter reserves the right to hold void, suspend, cancel, or amend the prize competition where it becomes necessary to do so.

### **CONTACT INFORMATION**

Any questions regarding the Competition please address to [talentlab@kaspersky.com](mailto:talentlab@kaspersky.com)