

POWER BI REPORT CONTEST

TERMS AND CONDITIONS

ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE TERMS AND CONDITIONS.

Please read these Terms and Conditions ("Terms") carefully as they form a binding legal agreement between you and Data Visualization Software Lab Ltd, a Latvian corporation with principal place of business at 8B Gunara Astras Street, Riga, Latvia ("DVSL" or "Organiser") with respect to the Contest.

The Terms include information about how we use your personal information when you register for the Contest (as defined below) or participate in the Contest. UNLESS YOU AGREE TO THE TERMS, YOU (1) MUST NOT REGISTER FOR OR PARTICIPATE IN THE CONTEST AND (2) ARE NOT ELIGIBLE TO RECEIVE PRIZES IF ANY OFFERED UNDER THE CONTEST.

These terms and conditions together with any specific rules set out in the Competition are the Completion Rules ("Rules") and apply to the Organiser's competitions ("Competitions"). By entering a Competition, an entrant is indicating his/her agreement to be bound by these terms and conditions.

Rules specific to each Competition are displayed in a notice on the page for such Competition ("Competition") or in a notice in which the Competition appeared and are incorporated into the Rules. In the event of discrepancy between these terms and conditions and the Competition, the Competition shall prevail.

The words "include" and "including" as used in these Terms mean "including but not limited to". In these rules, "DVSL", "we", "our", "us" refer to Organiser and "you" and "yourself" refers to an eligible entrant.

1. OVERVIEW

1.1. The Power BI Report Contest (the "Contest") is a skill-based contest where participants must develop a report using Microsoft Power BI and ZoomCharts Drill Down Visuals data visualization tool within Power BI that leverages the capabilities of Microsoft Power BI and ZoomCharts (e.g. reusable reports for and marketing purposes). The Contest is best suited for people interested in technology and innovation and possessing experience or interest in report creation using Microsoft Power BI. The report that you develop will be evaluated by judges, who will choose the winner(s) in accordance with these Official Rules. The prize(s) if any offered will be awarded to participant(s) with the highest score for the judging criteria. See below for the complete details.

2. ORGANISER

2.1. The Contest is organised by Data Visualization Software Lab Ltd ("DVSL" or "Organiser"), a Latvian corporation with principal place of business at 8B Gunara Astras Street, Riga, Latvia. ZoomCharts is the trademark of DVSL. Power BI is a trademark of Microsoft Corporation.

3. ELIGIBILITY

3.1. If You enter the contests the Organizer assumes that by reading the publication or by using the website and entering the Competition, you warrant that you are aged 18 and above.

3.2. Ineligible Individuals.

3.2.1. You cannot participate in the Contest and will be immediately disqualified and forfeit all of your prizes if any offered if you are or become:

- i. person or entity under international sanctions;
 - ii. otherwise prohibited by applicable export controls and sanctions programs;
 - iii. a resident anywhere that the Contest is prohibited by law;
 - iv. a current employee (including intern), contractor, officer, or director of DVSL or any of its affiliates.
- 3.2.2. Employees, interns, contractors, and official office-holders of DVSL and/or Microsoft and Microsoft distributors, and their parent companies, subsidiaries, affiliates, and their respective directors, officers, employees, advertising and promotion agencies, representatives, and agents (“Contest Entities”), and members of the Contest Entities’ and their immediate families (parents, siblings, children, spouses, and life partners of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors are ineligible to participate in this Contest. Organiser reserves the right to verify eligibility and to adjudicate on any dispute at any time.
- 3.2.3. You may participate in the Contest if you are at least eighteen (18) years of age at the time you register for the Contest.
- 3.3. Verifying Eligibility. DVSL reserves the right to verify your eligibility and to adjudicate on any dispute at any time. You agree to provide DVSL with any proof of eligibility requested by DVSL and your refusal or failure to provide such proof within ten (10) days of DVSL’s request will result in your disqualification from the Contest and forfeiture of any prizes.
- 3.4. Eliminations. Any false, incomplete, or inaccurate information provided within the context of the Contest by any entrant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Terms or the like may result in the immediate elimination of the entrant from the Contest.
- 3.5. Communications. All communications between DVSL and you, including the Contest Site and email communications, must be in English.

4. HOW TO ENTER

- 4.1. To enter the Contest, visit (“Contest Site”) and register as instructed. All the data provided through the registration process must be true, complete, accurate and provided in English.
- 4.2. Upon successful registration, you will receive an e-mail confirming that you have been registered to participate in the Contest. This conformation may also comprise other Contest details and information needed in order to prepare submissions for the Contest.

5. CONTEST PERIOD

- 5.1. Contest period is specified on the Contest Site.

6. GENERAL STANDARDS FOR SUBMISSIONS

- 6.1. In addition to the Requirements, all entries must meet the following general standards:
 - 6.1.1. Your entry must be your own original work.
 - 6.1.2. The content of your entry and any supporting materials must be acceptable for all viewing audiences. We will automatically disqualify any entrant that submits any entry or supporting materials that contain content that we, in our sole and absolute discretion find obscene or offensive, violent, defamatory, disparaging or illegal, or that promotes alcohol, illegal drugs, tobacco or a particular political agenda, or that communicates messages that may reflect negatively on the goodwill of DVSL or any Contest Entity.

7. THE PANEL OF JUDGES AND JUDGING

- 7.1. Judges will have no information about the submitting party of the report. You must not include any marking that would help Judges identify You in any way.
- 7.2. Employees, interns, contractors, and official office-holders Contest Entities, and members of the Contest Entities' and their immediate families (parents, siblings, children, spouses, and life partners of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors, and Report Creators are ineligible to participate as judges in this Contest. Organiser reserves the right to verify eligibility and to adjudicate on any dispute at any time.

7.3. Preliminary assessment by Internal Jury.

7.3.1. Assessment procedure

7.3.1.1. Step 1: Eligibility check will be done to determine if the Entry complies with the submission requirements and is technically and visually completed.

7.3.1.2. Step 2: Judges will review the video and the report.

7.3.1.3. Step 3: Judges will assess the report and score it based on some or all of criteria below.

7.3.2. **Scoring criteria.** Each entry will receive a score of 0-60, based on the following criteria:

7.3.2.1. **Inspiring:** How visually clear, modern, and purposeful the report looks (max 15 points)

7.3.2.1.1. **Visually Appealing Design:** Is the design harmonious, with a modern color palette, consistent formatting, and a clear presentation of information? **(0 – min, 5 – max)**

7.3.2.1.2. **Clear and Focused Visualizations:** Are only the necessary visualizations used, avoiding clutter and ensuring the focus remains on key insights? **(0 – min, 5 – max)**

7.3.2.1.3. **Readability:** Color contrast ratios (4-7). Readable font styles and sizes on different screens for text and visuals. **(0 – min, 5 – max)**

7.3.2.2. **Intuitive:** How clear and easy is the report to understand at a glance (max 15 points)

7.3.2.2.1. **Logical Navigation:** Is the report organized with intuitive navigation paths, reset buttons, and others, allowing users to explore data at their own pace? **(0 – min, 4 – max)**

7.3.2.2.2. **Storytelling through Data:** Does the report structure present data in a compelling narrative that drives decision-making? **(0 – min, 5 – max)**

7.3.2.2.3. **Streamlined Information:** Is the report focused on showing only the key data to avoid overwhelming users? **(0 – min, 3 – max)**

7.3.2.2.4. **Tooltips and Labeling:** Are tooltips, titles, and legends clear and helpful in explaining the data without disrupting the overall design? **(0 – min, 3 – max)**

7.3.2.3. **Interactive:** How engaging and seamless the report is for users to explore and interact with the data (max 15 points)

7.3.2.3.1. **Dynamic User Controls:** Are slicers and interactive elements designed in a way that users can adjust and explore data views effortlessly? **(0 – min, 3 – max)**

7.3.2.3.2. **Cross-Chart Integration:** Are charts connected and filters applied to ensure a smooth and unified data exploration experience? **(0 – min, 4 – max)**

7.3.2.3.3. **Drill-Down Functionality:** Can users dive deeper into data layers to extract additional insights when needed intuitively? **(0 – min, 5 – max)**

7.3.2.3.4. **Guided Learning Aids:** Are tutorial overlays and helpful elements in place to help new users understand and navigate the report? **(0 – min, 3 – max)**

- 7.3.2.4. **Insightful:** How accurate, complete, and meaningful the data is in driving decisions (max 15 points)
- 7.3.2.4.1. **Depth of Analysis:** Does the analysis provide clear and useful insights by fully answering the challenge questions with smart and effective methods? **(0 – min, 5 – max)**
- 7.3.2.4.2. **Data Accuracy:** Is the data consistent across visualizations, and are aggregation methods applied correctly to avoid errors? **(0 – min, 3 – max)**
- 7.3.2.4.3. **Performance Optimization:** Is the report optimized to load quickly and perform smoothly even when dealing with large datasets? **(0 – min, 4 – max)**
- 7.3.2.4.4. **Data cleanliness:** Does the report maintain data cleanliness by removing gaps, redundancies, or empty rows to ensure meaningful analysis? **(0 – min, 4 – max)**
- 7.3.3. **Entries not containing ZoomCharts** Drill Down visuals on every report page will not be further assessed and will not be evaluated and will be dismissed.
- 7.3.4. **Result determination.** Scores are added together for every report and top reports are determined by the amount of points scored. In case of equal scores, Judges will compare the score received for each criterion. In case all of the scores are exactly equal, the respective place is split among the entries.

8. PRIZES

- 8.1. The prize for each contest will be specified in the contest announcement.
- 8.2. The Organiser will notify the winner when and where the prize can be collected/is delivered.
- 8.3. Prize winners will be notified as specified in the Competition Notice. Return of any prize notification as undeliverable or failure to reply as specified in the notification (and within the time stated) may result in disqualification and selection of an alternate winner. If more than one prize is awarded only one prize per entrant will be awarded.
- 8.4. Money Prizes. Money prizes will be awarded in Euro and may be delivered in the form of gift card. Participants who are representing a company, as per information provided in registration form, are not eligible for Money Prizes and, in case of becoming a winner, will instead be provided a substitute prize of equal or greater value at DVSL's sole discretion.
- 8.5. Taxes. You are solely responsible for complying with all applicable tax laws and filing requirements. To remain eligible for a prize, you must submit to DVSL or the relevant tax authority all documentation requested by DVSL or required by applicable law within seven (7) days of DVSL's request or earlier if required by law. You are solely responsible for paying all taxes, duties, and other fees imposed on prizes awarded to you. All prizes will be net of any taxes DVSL is required by law to withhold.
- 8.6. Prizes are Non-Transferrable. Participants may not sell or give away prizes to their customers or other persons.

9. USE OF SUBMISSIONS

- 9.1. Other than what is set forth below, DVSL does not claim any ownership rights to your submission. However, by submitting your entry, you:
- 9.1.1. Are granting us an irrevocable, royalty-free, worldwide right and license to: (i) use, review, assess, test, and otherwise analyze your entry and all its content in connection with this Contest; and (ii) feature your entry and all its content in connection with the marketing, sale, or promotion of this Contest (including but not limited to internal and external presentations,

tradeshows, and screen shots of the competition entry process in press releases) in all media (now known or later developed); and

- 9.1.2. Are granting us a non-exclusive, worldwide, perpetual, irrevocable, free license (with the right to sublicense) to reproduce, prepare derivative works of, distribute, publicly perform, publicly display, and otherwise use such submission. Your submission may be made available for anyone to view on the Internet and download and use at the end of the Contest.
- 9.1.3. Agree to sign any necessary documentation that may be required for us and our designees to make use of the rights you granted above; and
- 9.1.4. Understand and acknowledge that the Organiser may have developed or commissioned materials similar or identical to your submission and you waive any claims you may have resulting from any similarities to your entry; and
- 9.1.5. Understand that we cannot control the incoming information you will disclose to our representatives in the course of entering, or what our representatives will remember about your entry. You also understand that we will not restrict work assignments of representatives who have had access to your entry. By entering this Contest, you agree that use of information in our representatives unaided memories in the development or deployment of our products or services does not create liability for us under this agreement or copyright or trade secret law; and
- 9.1.6. Understand and acknowledge that Organiser does not endorse, approve, recommend, warrant or guarantee, and provides no opinion, recommendation, or advice regarding the accuracy, integrity, quality, safety, efficacy, suitability, or use of such entry, including but not limited to use of the entry for health, medical, or patient care purposes; and
- 9.1.7. Understand that you will not receive any compensation or credit for use of your entry, other than what is described in these Terms.
- 9.1.8. Agree that DVSL may publish your name in connection with the submitted work and its use, but is not obligated to do so. If you prefer not to have your name displayed, or specifically request that your name be indicated, you must expressly notify DVSL in writing.
- 9.2. Note that during and after this Contest your entry may be posted on a website selected by us for viewing by visitors to that website. Entries posted on a website are provided “as is”. This means that we disclaim all express and implied warranties about your entry and in no case will be liable for any damages or injury that accompany or result from the use, distribution, licensing, and/or sale of any entries. We are not responsible for any unauthorized use of your entry by visitors to Contest Site.
- 9.3. All of the reports submitted, regardless of ranking, will be analyzed by DVSL to determine their feasibility and how well they are aligned with ZoomCharts strategies. We may, but are not obliged to, contact you after the Contest should we be interested in further developing a report submitted during the Contest. While we reserve these rights, we are not obligated to use your entry for any purpose, even if it has been selected as a winning entry.

10. PRIVACY TERMS

- 10.1. General Privacy. Your use of any DVSL’s services or platforms in connection with the Contest (including, registration for and participation in the Contest) is governed by these Terms, including this Section 12 (Privacy Terms), and DVSL’s general Privacy Policy. This Section 12 sets forth what personal and usage information we collect through the Contest.
- 10.2. What Data We Collect. DVSL collects basic contest information about you (your name, surname, email, phone, company name if you are entering contest on behalf of the company, your status with the local Power BI Meetup group, your country, your team members if you are entering the

Contest as a group of people), information about your experience with Power BI and ZoomCharts, and information about your contest submissions.

10.3. How We Collect Your Data. DVSL will collect your data from you when you provide it during the course of registering for the Contest and when you use or view our website via your browser's cookies.

10.4. How We Use Your Data. We will process the information you provide to perform these Terms and to administer the Contest activity (including registration and verifying your eligibility to participate in the Contest and delivering prizes). We will rely on your consent to send you any news and product updates we think you might be interested in, as well as offers from us and Contest Entities. Additionally, we may rely on our legitimate interest when we process your personal information for things like: developing new products and features that are useful for our users; understanding how people use our services to ensure and improve the performance of our services; enforcing legal claims, including investigation of potential violations of applicable Terms. We will process your data when we have a legal obligation to do so, for example, for tax purposes or if we are responding to legal process or an enforceable governmental request.

10.5. How We Store Your Data. The security and confidentiality of your personal information is important to us and we will take reasonable measures to protect it, including measures to protect against unauthorized access, alteration, and disclosure. These security measures include, for example, internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data. We maintain servers around the world and your information may be processed on servers located outside of the country where you live. Data protection laws vary among countries, with some providing more protection than others. Personal data will be retained no longer than for a period of three years following the Contest. The retention period may be based on duration of the Contest, the legitimate interest of DVSL or applicable law (such as laws related to bookkeeping, statute of limitations, civil law, etc.).

10.6. Sharing Your Information. If you win a prize, DVSL may share your name, phone number, e-mail address, and mailing address with third parties to fulfill awarding a prize to you. DVSL may also be required to disclose your information to external third parties, such as local labor authorities, courts, tribunals, regulatory bodies, and/or law enforcement agencies for the purpose of complying with applicable laws and regulations, or in response to legal processes. If you have consented to receiving offers from us and Contest Entities, your data may be shared with Contest Entities.

10.7. Your Rights. You have rights regarding your data processing. Such rights are in general to:

10.7.1. Require your personal data to be corrected if it is inadequate, incomplete or incorrect.

10.7.2. Object to processing of your personal data, if the use of personal data is not based on a legitimate interest, including profiling for direct marketing purposes (such as receiving marketing offers or participating in surveys).

10.7.3. Require the erasure of your personal data, for example, that is being processed based on the consent, if you withdraw the consent. Such right does not apply if personal data requested to be erased is being processed also based on other legal grounds such as agreement or obligations based on applicable law.

10.7.4. Restrict the processing of your personal data.

10.7.5. Receive information if your personal data is being processed by DVSL and, if so, then to access it.

10.7.6. Receive your personal data that is provided by yourself and is being processed based on consent or in order to perform an agreement in written or commonly used electronic format and were feasible transmit such data to another service provider (data portability).

- 10.7.7. Withdraw your consent to process your personal data.
- 10.7.8. Not to be subject to fully automated decision-making, including profiling, if such decision-making has legal effects or similarly significantly affects you. This right does not apply if the decision-making is necessary in order to enter into or to perform an agreement with the Client, if the decision-making is permitted under applicable law or if the Client has provided his/her explicit consent.
- 10.7.9. File complaints pertaining to the use of personal data to the Data Protection Authority at www.dvi.gov.lv if you consider that processing of your personal data infringes your rights and interests under applicable law.
- 10.8. You may contact DVSL with any enquiries, withdrawal of consents, requests to exercise data subject rights and complaints regarding the use of Personal data at this email address: support@zoomcharts.com

11. YOUR REPRESENTATIONS, WARRANTIES, INDEMNITIES

- 11.1. Representations and Warranties. You represent and warrant that:
 - 11.1.1. the information you provide about yourself while registering or in subsequent communications with DVSL is truthful and accurate;
 - 11.1.2. except as permitted by the Terms, your submissions to the Contest are original;
 - 11.1.3. you own all rights in your submissions or otherwise have the right to submit your submissions to DVSL and grant to DVSL the licenses granted in these Terms without violating any rights of any other person or entity or any obligation you may have with them;
 - 11.1.4. your submissions do not violate any applicable laws.
- 11.2. Indemnities. You will indemnify DVSL and its affiliates, directors, officers, and employees against all liabilities, damages, losses, costs, fees (including legal fees), and expenses relating to any allegation or third-party legal proceeding to the extent arising from:
 - 11.2.1. your acts or omissions in relation to the Contest (including your use or acceptance of any prize and your breach of these Terms); and
 - 11.2.2. your submissions violating any rights of any other person or entity or any obligation you may have with them.

12. DISCLAIMERS

- 12.1. CONTEST SITE AND ALL CONTENT IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS. DVSL DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES (EXPRESS OR IMPLIED), INCLUDING ANY WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. DVSL IS NOT RESPONSIBLE FOR ANY INCOMPLETE, FAILED, OR DELAYED TRANSMISSION OF YOUR SUBMISSIONS DUE TO THE INTERNET, INCLUDING INTERRUPTION OR DELAYS CAUSED BY EQUIPMENT OR SOFTWARE MALFUNCTION OR OTHER TECHNICAL PROBLEMS.

13. GENERAL

- 13.1. Not an Offer or Contract of Employment.
 - 13.1.1. You acknowledge that your participation is voluntary.
 - 13.1.2. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and DVSL and that no such relationship is established by your submission of an entry to the Contest.

- 13.1.3. You understand and agree that nothing in these Terms, any submission to the Contest, or any award of a prize may be construed as an offer or contract of employment with DVSL.
- 13.2. Severability. If any term (or part of a term) of the Terms or Rules is invalid, illegal, or unenforceable, the rest of the terms will remain in effect.
- 13.3. Governing Law. ALL CLAIMS ARISING OUT OF OR RELATING TO THE TERMS WILL BE GOVERNED BY LATVIAN LAW AND WILL BE LITIGATED EXCLUSIVELY IN THE COURT OF THE REPUBLIC OF LATVIA; THE PARTIES CONSENT TO PERSONAL JURISDICTION IN THOSE COURTS.