

1. GENERAL

1.1 The Jerusalem Season of Culture (hereinafter, the "Season") is conducting a Twitter activity within the scope of the 2017 Season in collaboration with artists Ohad Hadad and Hilal Jabareen (hereinafter, the "Activity") according to the rules and criteria set forth in these terms of use.

1.2 The Activity will be advertised by advertising on the media to be chosen by the Season, including the Season's website, www.mekudeshet.com (hereinafter, the "Season's Website"), the Season's Twitter page, www.twitter.com (hereinafter, the "Season's Twitter Page") or a designated Twitter page <https://twitter.com/WesternArab> (hereinafter, the "Activity's Twitter Page") and/or a designated website at <https://arabi-arabi.jerusalemimpsest.com/>

1.3 The Activity's terms of use will be published and a copy of the terms of use will also be found at the Season's offices, and will be open for review during ordinary working hours.

1.4 Anyone over the age of 16 surfing the Activity's Website and/or anyone who is a registered user of the Twitter social media website, satisfying the conditions set forth in the terms of use, requesting to participate in the Activity and acting to this end in the manner set forth in the terms of use may participate in the Activity (hereinafter, "Participant").

2. INTERPRETATION

2.1 In the event of any deviation and/or inconsistency between the provisions of these terms of use and any other publications concerning the Activity, the provisions of these terms of use will prevail for all intents and purposes.

2.2 Any reference in these terms of use written in the masculine gender is for the sake of convenience only and shall be deemed to include the feminine gender. Any reference to the plural shall be deemed to include the singular, and vice versa, and all unless the context or content require a different interpretation.

2.3 The division of these terms of use into sections and the insertion of section headings is for convenience of reference only, and they shall not affect the interpretation of these terms of use.

3. PERIOD OF ACTIVITY

3.1 The Activity will take begin in August 2017 and will be ongoing until it is decided to remove the page (hereinafter, the "Period of Activity").

3.2 During the Period of Activity anyone interested over the age of 16 to whose attention the Activity has been brought is invited to enter the Activity's Website and/or the Activity's Twitter Page and take part in the Activity according to the provisions of these terms of use.

3.3 The Season may, at its sole discretion, bring forward, extend and/or shorten the Period of Activity by notice to be published on the Activity's Website and/or the Activity's or the Season's Twitter Page.

4. METHOD OF PARTICIPATION IN THE ACTIVITY AND THRESHOLD TERMS

4.1 During the Period of Activity a post will be uploaded onto the Activity's Website and/or the

Activity's Twitter Page about the Activity in which surfers will be asked to upload a photograph. At the end of the Activity the photographs of the Activity's Participants will be kept in the Activity's image database, according to the details below in these terms of use and all at the company's decision and sole discretion.

4.2 The threshold terms for participation in the Activity are as follows:

4.2.1 The Participants must be over 16 years of age. Participation in the Activity will not be permitted for any Participant under 16 years of age.

4.3 To participate in the Activity the Participant must be registered as a user of the Twitter social media website (hereinafter, "Twitter") or enter the Activity's Website.

4.4 Participation in the Activity will constitute irrevocable approval and consent to the Season to make lawful use of the Participant's name, his photograph and/or any uploaded photograph and content, including but without derogating from the generality of the foregoing, the duplication, distribution, transformation, public performance, publication and deletion, as property belonging to the Season. For the removal of doubt, participation in the Activity constitutes consent to the publication of the content on any existing media and for use of the content and the user's details for the Activity and for public relations to be conducted for the Season in the future.

4.5 By the actual act of publication/uploading of content as stated in these terms of use the Participant grants the Season a gratuitous, global license for an unlimited period of time to copy, duplicate, distribute, sell, market, pass on to the public, adapt, edit and use the content in any other manner, at the Season's discretion, on the company's website, the company's Twitter page, the company's Instagram page, in printed publications, on digital media and on any media whatsoever, and the Participant will have no claim and/or assertion and/or demand against the Season and/or anyone on its behalf in connection with use of the content. The Participant will not be entitled to any remuneration for the content and will not be permitted to raise any allegation and/or demand concerning any copyright infringement and/or invasion of privacy and/or any demand for payment for use of the content.

4.6 Uploading content not owned by the Participant and/or amounting to a copyright infringement and/or invasion of privacy and/or any other tort whatsoever against a third party is not permitted and full responsibility for such publication of content will be borne exclusively by the sender/person uploading the content to the website.

4.7 Every Participant declares that the content does not constitute the infringement of any right whatsoever of any third party, including but without derogating from the generality of the foregoing, under the Protection of Privacy Law, 5741-1981 and/or the Copyright Law, 5768-2007 and/or under the Defamation Law, 5725-1965 and/or under any other legislation.

4.8 The Season may publish, at its sole discretion, on a website or in any other place, the content to be uploaded by the Participants to the website. Publication of content is intended to give expression to the photographs of the Participants.

4.9 Content that fails to meet the definition of content appearing above and/or containing something offensive and/or scathing and/or harmful to any person in any manner whatsoever will be rejected and removed, without notification to the Participant.

4.10 In the event the Season suspects that the content is not original and/or the Participant is not permitted to publish the content within the scope of the Activity, the Season may reject and remove the content, at its sole discretion and without it being obligated to notify the Participant thereof.

4.11 The Participant is solely responsible for performance of the acts required to participate in the Activity, including publication of the content on the website. The Season will not be responsible for any allegation as to the correctness and/or incorrectness and/or inaccuracy and/or errors in the details received in the Season's computer system and/or for any damage, deception, fraud, deficit and/or other allegation in connection with and/or concerning the credibility of the details.

4.12 The Participant is aware and agrees that the Season may publish the names of the Participants, their photographs, the uploaded content, the place of residence and other details known to the Season in the manner and on the dates to be determined at the Season's discretion.

4.13 Every Participant in the Activity gives his prior consent to the Season being permitted to keep in its databases the details passed on by him, including uploaded photographs and information collected about him, for the performance of activities such as contacting him, advertising, mailing and future marketing activities.

5. ADDITIONAL TERMS

5.1 The Season is not responsible for the content to be uploaded by the Participants.

5.2 Participation in the Activity is at the Participant's sole responsibility, and his participation will not create any liability whatsoever on the part of the Season and/or anyone on its behalf to the Participant. The Season will not bear responsibility for any damage, loss, shortcoming or expense directly or indirectly incurred by any of the Participants relating to the Activity and/or anything incidental thereto. For the avoidance of doubt, participation in the Activity is not permitted to any Participant under 16 years of age.

5.3 The Season, at its sole discretion, may remove any content from the Activity's Website and/or the Season's Twitter Page.

5.4 The Participant will be estopped from asserting any allegation and/or demand and/or complaint and/or claim against the Season and/or anyone on its behalf in all matters in relation to the Activity as set forth in these terms of use, including for any damage incurred by him in consequence of any mistake, fault, delay or failure in participation in the Activity.

5.5 In the event the Participant is in breach of any of the provisions of the terms of use of the Activity, the Season may cancel his participation and the Participant will have no allegation and/or claim against the Season and/or anyone on its behalf with respect to the discontinued participation in the present circumstances.

5.6 The Season may make amendments to the Activity's rules from time to time and at its sole discretion, and even cancel the Activity, without prior notification.

5.7 The Season and/or anyone on its behalf will not be responsible for any direct or indirect damage in relation to errors in the Season's Website or the Twitter website. Whenever a Participant wishes to ask a question or ask for help to understand the nature of the Activity, he is invited to contact the Season on its Twitter Page.

6. RESPONSIBILITY

6.1 Exclusive responsibility for internet provision, quality and standard and participation within the scope of the Activity will not be borne by the Season.

6.2 The Season may at any time, as a result of any technical error and/or unforeseen event, alter any of the terms of the Activity set forth in the terms of use and/or initiate any other measure, all as it sees fit. Any such act will bind every Participant.

6.3 The Participants confirm that they are aware that the holding of the Activity depends, inter alia, on the proper functioning of the Website, Twitter, the Season's Twitter Site, Twitter's computer systems and other Twitter factors over which the Season has no control. The Season may therefore, at its discretion, wholly or partially discontinue the Activity and from time to time, if there are factors disrupting and/or preventing the proper course of the Activity.

6.4 For the avoidance of doubt, the Season is not responsible for any direct and/or indirect damage, including direct and/or indirect expenses incurred by the Participants in consequence of acts taken by the Season due to errors as stated in section 6.3 above and/or mistake, and the Participant hereby waives any allegation and/or demand in relation to such damage and expenses.

6.5 Each Participant, as a precondition for his participation in the Activity, waives any assertion in relation to the non-receipt and/or deletion of data he transmitted for the purpose of participation.

7. CLARIFICATIONS

7.1 A participant who is under 16 years of age as of the date of holding the Activity will not be permitted to participate in the Activity.

7.2 By his actual participation in the Activity and uploading the content to Twitter, the Participant declares and confirms that he has fully read the terms of use and agrees with all their provisions.

7.3 These terms of use apply in addition to the terms of use of Twitter and the Season's Website.

7.4 In any event, the Participant will not have any allegation and/or demand and/or claim against the Season and/or anyone on its behalf and/or any other entity relating to the Activity, in any matter whatsoever directly or indirectly related to the Activity.

7.5 For the avoidance of doubt, Twitter is not responsible for the Activity and/or the terms of use and the Participant will have no allegation whatsoever against Twitter, subject to the provisions of any law.

7.6 These terms of use and any matter deriving therefrom will be exclusively governed by Israeli law. Exclusive jurisdiction is vested solely in the competent courts in the Jerusalem District. The limitation period for any claim against the Season on any matter deriving directly and/or indirectly from participation in the Activity is one year from the date of its conclusion.