

CONDITIONS FOR THE PROMOTION ELMEUCOMERÇ.BARCELONA

CONTEXT

The **.barcelona domain** is continuing with the project to help shops and businesses in the area to go digital. The initiative forms part of the social programme for the domain which reinvests its benefits to foster the digitalisation of the city's social fabric.

.barcelona is a domain created by **Barcelona City Council** with the goal of providing a network identifier for all those who want an online presence associated with the name of the city.

The **Directorate for Commerce, Restaurants and Consumer Services at Barcelona City Council** is acting as a bridge for information to reach business owners and retail networks who may be interested.

Fundació .cat is acting as the concession manager for the .barcelona domain.

Nominalia is an accredited registration company for the .barcelona domain. The company also provides other services relating to the creation, hosting and promotion of websites, and acts as a collaborator for this promotion.

Promotor

This promotion is funded by **Barcelona City Council** and organised in conjunction with **Fundació .cat** as the concession manager for the .barcelona domain. The **Directorate for Commerce, Restaurants and Consumer Services at the City Council** will be responsible for information reaching business owners and retail networks who may be interested. The company **Nominalia** will produce the contract with the establishment to be able to apply the promotion, and will be responsible for registering the domain, creating the website and other services associated with the promotion (detailed in the point 'What does the promotion include?').

Description

A quick and simple free process will enable shops and businesses taking part in the promotion to have their new website published with their own .barcelona domain.

Advantages for commercial establishments

- Get a professional website in up to two languages (Catalan and Spanish), quickly, easily and free of charge
- Associate the business with the city's values thanks to the .barcelona domain: enterprise, innovation, proximity and diversity.
- Form part of the .barcelona digital community.

GENERAL CONDITIONS

Conditions for taking part

- The promotion is open to shops and businesses based in Barcelona The offer will last until the number of available websites is used up. Registrations will be accepted in chronological order. If there are more businesses interested, the option of a waiting list will be considered so they can be included in a new edition of the promotion.
- The holder of the .barcelona domain and the website created must be the same as for the establishment.
- The domain chosen and the content for the website must reflect the purpose of the business and what it offers.

Promotion period

The registration period for the promotion ends on 15/11/2022.

What does the promotion include?

- Design of a single-page website (for example <https://marionaestilistes.barcelona/>) through to its publication. The website will have a single page with vertical browsing and four sections: Who we are, What we do, Where to find us and Contact details. The site will be connected with the establishment's social media (Facebook, Instagram, Twitter and/or WhatsApp). It will also include a contact form and the option of checking the location on a map.

- Possibility of a website in Catalan, Spanish or both languages. For bilingual sites, texts must be submitted in both languages.
- 1 x free .barcelona domain for the first year*
- 3 x email addresses, each of 2 GB, linked to the .barcelona domain
- Webmail
- Website space of 1GB.
- User support seven days a week
- Online training capsules for updating the website
- Drafting of legal texts for the website: The website will include all the obligatory requisites according to Spanish data protection law (RGPD): Privacy policy and cookie notification.

It is essential to register a new .barcelona domain to be eligible for a free website.

**Prices as from the second year:*

€ 41,90 + VAT (includes the renewal of the .barcelona domain and all the website services described above)

This is the current price for the domain pack, which is funded by Barcelona City Council. The company Nominalia reserves the right to modify this price annually.

The proprietor of the shop or business can cancel the service before the year ends. There will be no charge for this, but the same business will not be able to take part in this support programme again for a year. Once the service is cancelled, the website, domain and associated email accounts will be lost.

What is not covered by the promotion?

- Payment for the domain and the website as from the second year.
- The creation of a website which differs to the one described in the previous section.
- The design of a website with a domain extension other than .barcelona.
- The design of a website based on transferring a .barcelona domain from another registration company.
- Creation of descriptive texts or generation of images.
- Changes applied by Nominalia staff once the website is completed and published. From that point on, the business owner will be able to make any necessary changes themselves to update their content. This can be

done by entering the Client Area on the Nominalia platform and accessing the 'Web Editor' section. The shop or business proprietor will also have access to online training capsules explaining how to update their website content, as well as personalised support seven days a week to address any doubts or queries. If the user would like Nominalia to apply the changes, they can request this via the same control panel in the Client Area. The cost of this support is € 30 an hour plus VAT.

Who bears the cost of the domain and the website design in the first year?

The .barcelona domain + website design package has no extra cost for participants in the promotion during the first year. Once the promotion ends, Nominalia, having previously presented a report with the results, will invoice Fundació.cat for the total number of packs processed. It will then be Fundació .cat who makes the payment to Nominalia on behalf of Barcelona City Council, with a commission for domain management.

How the promotion works

You can find full information on how to participate in the promotion at <https://domini.barcelona/elmeucomerc> within the dates specified.

Final registration will be completed on the website of the Nominalia registration company, the collaborating company and party responsible for creating the new website. The physical premises of shops and businesses wishing to take part must be at an address with a postcode corresponding to the city of Barcelona.

Once the business owner has filled in the form on the Nominalia website, the company will contact them to help with the registration process for the .barcelona domain. This is where the name of the website can be chosen.

The registration process involves supplying credit card data for the renewal charge once a period of one year passes. No charge will be made in the first year of the promotion.

The information needed to create the website will also be requested: logotype, sentence and paragraph describing the business, brief explanation of services, contact information, opening times and links to social media and photographs.

Within a week of receiving this information, the website for the shop or business will be ready. Once the web is delivered and published and all access codes made available, the business proprietor will be able to watch an online training video

explaining how to update content on the website. A support service will also be available seven days a week to clear up any doubts or queries.

Support service:

If the shop or business owner has any queries during the process, they can contact the .barcelona domain support service, managed by Fundació .cat, by email at suport@domini.barcelona or by phone on +34 936 750 354

ACCEPTANCE OF CONDITIONS

The request for this promotion implicitly entails acceptance of these conditions.

Date: 30/5/2022



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