

# Project Description for Apple

This document was made for explanation about some aspects of project Maio Amarelo Kids (Yellow May Kids). The social movement called Maio Amarelo Kids is a social initiative like “Pink October” with educational purposes, specially transit and good behaviors in traffic situation.

Login and Pass for the tests:

Login: [contato@playlearn.com.br](mailto:contato@playlearn.com.br)

Pass: 123456

For the questions raised in the application review, follow the detailed answers (**in red**):

## 1 - About the question #1

Guideline 1.3 - Safety - Kids Category: You have selected the Kids category for your app, but your app does not appear to be designed specifically for kids aged 11 and under. Specifically, we noticed that your app is a contest app which requires an app age rating of 17+.

**Answer: Ok! The classification was changed. Now it's 17+.**

## 2 - About the question #2

Guideline 5.1.1 - Legal - Privacy - Data Collection and Storage: We noticed that your app requires users to register with personal information that is not directly relevant to your app's core functionality. Specifically, the following fields are required but do not appear to be directly relevant to your app's core functionality: - Gender

**Answer: The Gender is important for our game because inside the game mechanics the game choose the options for avatar and room configuration based on selected gender. The items for the avatar and room settings are different for each genre, such as: Hair, Mouth, eyes, types of clothes, options of items for the rooms. For example:**

Screens of the game. Showing the differences in avatar and room configuration based on the gender

**Girl:**



Boy:



### 3 - About the question #3

Guideline 5.3.2 - Legal - Gaming, Gambling, and Lotteries: Your app still includes a contest or sweepstakes but it does not:

- Include official rules for the contest within the app, which is required.
- Indicate that Apple is not involved in any way with the contest or sweepstakes.
- Enforce an app age rating of 17+.

- Include official rules for the contest within the app, which is required.

**Answer: The rules is already included in the game. In the Familiar Register Screen (adults, 17+), this button show the rules about contest.**

Screen of the button for the access to the rules

**CADASTRO DO FAMILIAR**  
(Acima de 17 anos)

Nome completo

Seu melhor e-mail

Senha

☐ Li e aceito o regulamento do concurso

**REGULAMENTO**

**JÁ EXISTE UM FAMILIAR?**

No jogo, podemos ter vários familiares participando com a mesma criança. Se já existe um responsável da sua família cadastrado, insira aqui o código gerado por ele.

Você receberá por e-mail sua senha de acesso e instruções adicionais de como proceder caso queira cadastrar mais familiares para acompanhar as crianças.

**CANCELAR** **FINALIZAR O CADASTRO**

FECHAR Jogo

Screen of rules inside the application

**REGULAMENTO CONCURSO CULTURAL**

**MAIO AMARELO KIDS - ALUNOS**

**1ª EDIÇÃO - 2018**

As presentes disposições visam regular o CONCURSO CULTURAL MAIO AMARELO KIDS – ALUNOS ("Concurso Cultural" ou simplesmente "Concurso") pela ZOOM Education for life, com sede social e foro na cidade de São Caetano do Sul, Estado de São Paulo, à Rua Alegre, 470 – 1º andar, CEP: 09550-250, inscrito no CNPJ sob nº 05.468.154/0002-07, doravante denominado individualmente ZOOM e/ ou ORGANIZADOR, em parceria com o OBSERVATÓRIO NACIONAL DE SEGURANÇA VIÁRIA.

**1. CARACTERÍSTICAS E OBJETIVOS DO CONCURSO**

**1.1** O presente Concurso Cultural visa estimular a educação para o trânsito da comunidade escolar e seus parceiros e reconhecer o engajamento de jovens e escolas em prol de um trânsito mais sustentável.

FECHAR Jogo

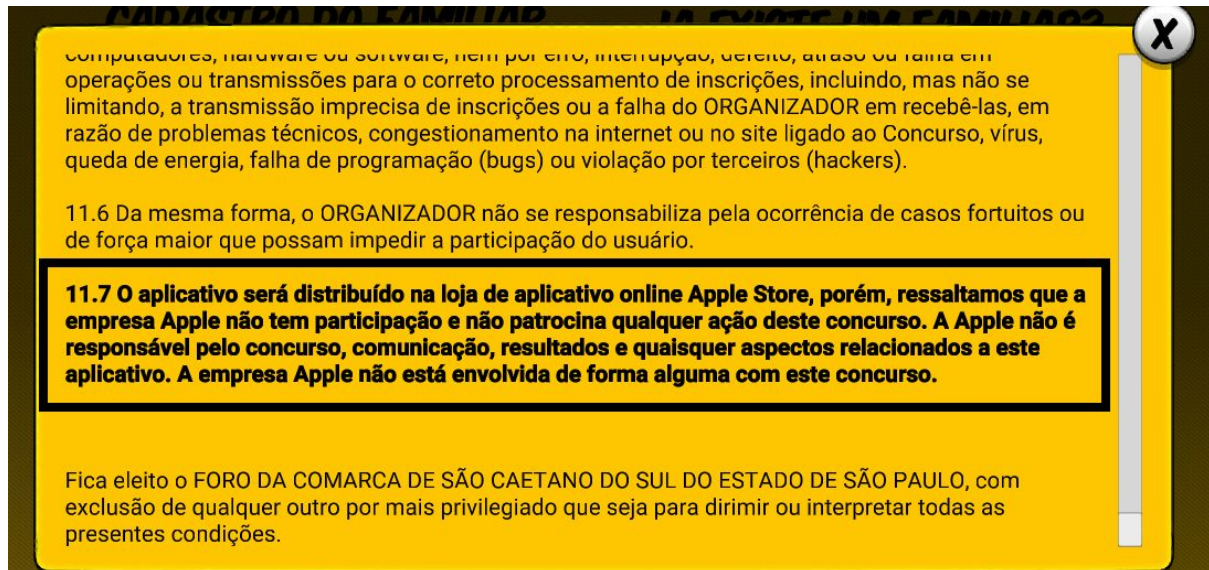
The rules can be viewed too on the website of the project:

<https://maioamarelokids.org.br/regulamentofamiliar/>

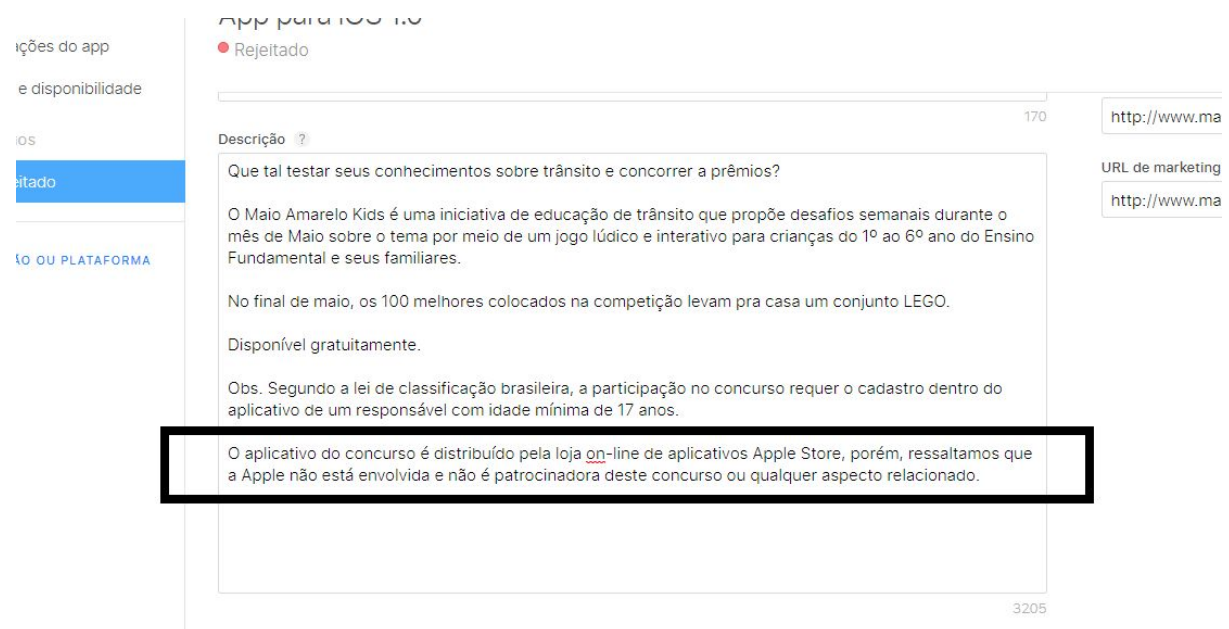
- Indicate that Apple is not involved in any way with the contest or sweepstakes.

**Answer: Inside the rules we have inserted the observation about the Apple's participation. This information appears in bold (featured).**

Screen from the rules inside the app:



Informations about the application in Apple Store:



- Enforce an app age rating of 17+.

**Answer: We reinforce this information in several places, as shown below:**

Login Screen of the game:



Register Menu Screen of the game



Register Screen of the game

## CADASTRO DO FAMILIAR

(Acima de 17 anos)

Nome completo

Seu melhor e-mail

Senha

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REGULAMENTO

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FECHAR JOGO

Você receberá por e-mail sua senha de acesso e instruções adicionais de como proceder caso queira cadastrar mais familiares para acompanhar as crianças.

CANCELAR

FINALIZAR O CADASTRO

Informations about the application in Apple Store:

App Store

Recursos

TestFlight

Atividade

FORMAÇÕES DA APP STORE

Informações do app

Preços e disponibilidade

PARA iOS

**1.0 Rejeitado**

VERSÃO OU PLATAFORMA

### App para iOS 1.0

● Rejeitado

**Descrição**

Que tal testar seus conhecimentos sobre trânsito e concorrer a prêmios?

O Maio Amarelo Kids é uma iniciativa de educação de trânsito que propõe desafios semanais durante o mês de Maio sobre o tema por meio de um jogo lúdico e interativo para crianças do 1º ao 6º ano do Ensino Fundamental e seus familiares.

No final de maio, os 100 melhores colocados na competição levam pra casa um conjunto LEGO.

Disponível gratuitamente.

Obs. Segundo a lei de classificação brasileira, a participação no concurso requer o cadastro dentro do aplicativo de um responsável com idade mínima de 17 anos.

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<http://www.maioamarelokids.org.br>

URL de marketing

<http://www.maioamarelokids.org.br>

**Follow the rules in English for your understanding**

## REGULATION OF THE CULTURAL COMPETITION - MAY YELLOW KIDS - STUDENTS

*First Edition - 2018*

*The present provisions aim to regulate the Cultural Contest MAIO AMARELO KIDS - ALUNOS ("Cultural Contest" or simply "Contest") by ZOOM Education for life, with headquarters and forum in the city of São Caetano do Sul, State of São Paulo, at Rua Alegre, 470 - 1st floor, CEP: 09550-250, enrolled with the CNPJ under no. 05.468.154 / 0002-07, hereinafter referred to individually as ZOOM and / or ORGANIZER, in partnership with the NATIONAL OBSERVATORY OF ROAD SAFETY.*

### 1. CHARACTERISTICS AND OBJECTIVES OF THE COMPETITION

*1.1 The present Cultural Contest aims to stimulate education for the transit of the school community and its partners and to recognize the engagement of young people and schools in favor of a healthier transit.*

*1.2 Participation in this Contest is voluntary and totally free of charge, and it is not necessary to purchase any product, good, right or service, nor is it conditional on the payment of any amount and / or value, by the participants, of whatever nature and even by way of reimbursement of taxes.*

*1.3 Participation in this Competition subjects all participants to the rules and conditions established in this Regulation. In this way, the participant, at the time of his registration, through his legal guardian, above 17 years - if a student, adheres to all dispositions, declaring that LEU, UNDERSTOOD, HAS TOTAL SCIENCE AND ACCEPT, unrestricted and totally, all items of this Regulation.*

*1.4 Youngsters with the highest score in the Maio Amarelo Kids application, available from May 1, 2018 for free download in AppleStore and GooglePlay, will be considered with the prizes mentioned in item 7 below.*

*1.5 This Competition comprises 2 (two) distinct CATEGORIES, namely:*

#### **CATEGORY A**

*It comprises all the students regularly enrolled in the 1st to 3rd year of Elementary School in public or private schools in every Brazilian state.*

#### **CATEGORY B**

*It comprises all the students regularly enrolled in the 4th to 6th year of Elementary School in public or private schools in every Brazilian state*

## **2. WHO CAN PARTICIPATE**

*2.1 All the students enrolled in Elementary School in public or private schools in every Brazilian state who register in the manner established in these Regulations may participate in the Contest, provided that they meet all of the following requirements:*

- To be enrolled in a school in the year 2018 in the 1st, 2nd, 3rd, 4th or 5th year of Elementary School;*
- Have authorization of a responsible person over the age of 17 to use the Maio Amarelo Kids application;*
- Be properly registered in the Maio Amarelo Kids application;*

- *The entry in the Contest will only be valid if it is made within the established registration period (between May 1st and May 31st, 2018);*
- *Be born between the years 2004 and 2013.*

*2.2 Each enrolled student may participate only with a registration in the Maio Amarelo Kids Game (one log-in) and fall into a single CATEGORY (A or B). Failure to observe this item will be grounds for immediate disqualification of the participant.*

### **3. DEADLINES**

*3.1 The deadlines for each stage are set out in the table below:*

*It comprises all the students regularly enrolled in the 1st to 3rd year of Elementary School in public or private schools in every Brazilian state.*

#### *First step*

*Pre-registration of family or student on site*

*From 05/03/2018 to 05/31/2018 until 23:59, Brasília time.*

*Student and / or family members download the application and register their family.*

#### *Second stage*

*Download application and family register*

*From 01 to 05/31/2018 until 23:59, Brasília time.*

*Student solves the challenges in the application and, with this, provides educational videos for family members to watch.*

#### *Third Stage*

*In-app challenges and viewing of educational videos*

*From 1 to 31 May 2018 until 23:59, Brasília time.*

*The application computes the points of each student according to their geographical distribution, respecting their respective CATEGORY (A or B).*

#### *Fourth Stage*

*Student Score Calculation*

*June 1-7, 2018*

*The result will be announced on the website <https://www.maioamarelokids.org.br> with the list of 100 winning students.*

#### *Fifth Stage*

*Disclosure of winners*

*June 8, 2018.*

*Verification of the students' eligibility to participate in the Cultural Contest, through an identity document and proof of enrollment.*

#### *Sixth Step*

*Validation of winners*

*June 9 - 25, 2018.*

*Distribution of premiums*

#### *Seventh Stage*

*Validation of winners*

*June 25 to July 10, 2018*

*A student, to be chosen by the ORGANIZER, and his manager will be invited to participate in a national DENATRAN event in Brasilia, where he will symbolically receive the award on behalf of the 100 winning participants.*

#### *Eighth Step*

*Awards' ceremony*

*July 28, 2018.*

*3.2 The dates may be changed, at the discretion of the ORGANIZER, provided that the organizer sends an e-mail to all participants informing them of the changes they have undergone. The participant's e-mail will be the one that is registered by the person responsible for the student (s) in the Maio Amarelo Kids application.*

### *4. DETAILED DESCRIPTION OF THE STAGES*

*4.1 The Cultural Contest is divided into stages, which are listed and defined below:*

#### *a) First Step - Pre-registration on the site*

*A student's teacher pre-registers at [www.maioamarelokids.org.br](http://www.maioamarelokids.org.br). This register adds 100 starting points to the student's score, when he registers in the second step, as long as the same e-mail is used in both steps.*

#### *b) Second Step - Download the application and family register:*

*Managers and family members download the May Amarelo Kids application in the AppStore or GooglePlay, register and enroll students. If the person in charge or the student has already registered in the site in the previous step, they must insert the same e-mail registered in the site in the field of the email of the person in charge or in the field of the student's email to receive 100 additional points .*

#### *c) Third Stage - In-App Challenges*

*In this stage the students solve the challenges proposed in the May Yellow Kids application. There will be 5 challenges per CATEGORY (A or B) per week for four weeks. With each challenge resolved by the student, the application releases a new video about the theme for their family members to watch. Both the resolution of the challenges by the student and the visualization of the videos by their family members count points for their performance in the contest.*

*d) Fourth Stage - Student Scoring*

*The team of application developer and partner of ORGANIZER, PlayLearn, will compute the 100 winning students respecting the defined evaluation criteria.*

*e) Fifth Stage - Disclosure of Winners*

*The ORGANIZER will disclose on the site <https://www.maioamarelokids.org.br> the list of the winning students. The disclosure of the winners will be given solely and exclusively by the site.*

*f) Sixth Step - Validation of the winning students*

*From June 9th to 25th, the organizers will contact the responsible students of the winning students for the e-mail provided by them at the time of registration to request documents proving that the student meets the award requirements: identity document and voucher enrollment in 2018.*

*g) Seventh Stage - Sending the prizes.*

*Between June 25 and July 10, 2018, the organizers will contact those responsible to send the prizes through the email provided by them at the time of registration.*

*h) Eighth Stage - Awards Ceremony.*

*Among the 100 winners of the cultural contest, the ORGANIZER will invite 1 student and his / her responsible for a symbolic awards ceremony of the Cultural Contest May Yellow Kids, which will take place on July 28, 2018 during the national event of DENATRAN, in a place to be confirmed .*

## **5. EVALUATION CRITERIA**

**5.1** *Winners will be considered those who obtain the best performance in the cultural contest according to the following criteria:*

**5.1.1** *Challenge score index: The student must solve the maximum number of challenges proposed by the application. Correctly answered challenges score points for the child.*

*5.1.2 Index of interaction with content: the student should read the maximum content presented by the application when browsing the map and click confirm. This action counts points for the child.*

*5.1.3 Involvement of the family: the family member (s) attached to the student's register must watch the maximum number of videos proposed by the application. Each video view for each family member counts points for the child (ren) attached to them, and the more family members view the videos, the more points the child earns.*

*5.1.4 Pre-registration: the student and / or the person in charge can pre-register on the website [www.maioamarelokids.org.br](http://www.maioamarelokids.org.br). This action counts points for the child, as long as the email used is the same as the definitive registration made in the application.*

*5.1.5 Unpacking: the challenges answered correctly and in the shortest time count points for the child. For tiebreaking purposes, the response times for each challenge will be considered.*

*5.2 The points acquired as a result of the actions detailed in the previous item will be counted for the purpose of this cultural contest only during the period established in this regulation. Actions taken by the child and those responsible after 11:59 pm on May 31, 2018 will not be considered in this contest.*

*5.3 Preferably, the 50 participants with the highest score in each category will be awarded, totaling 50 winners in category A, from 1st to 3rd year, and 50 winners in category B, from 4th to 6th year.*

*5.4 The 5 participants with the highest score in each region of Brazil will be awarded, according to the classification in their CATEGORY (A or B) detailed in the item above, totaling 10 winners in the North region, 10 in the Northeast region, 10 in the Central region -west, 10 in the Southeast and 10 in the South.*

*5.5 If there are not enough participants from each region and / or each category that has met the minimum criteria for participation and performance, the evaluation committee will be responsible for defining the winners even if the list does not follow the figures provided for in items 5.3 and 5.4 .*

## **6. EVALUATION COMMITTEE**

*6.1 The Evaluation Committee will be responsible for defining the final list of winners out of the 100 participants who scored the highest in the contest.*

*6.2 The Evaluation Committee will be coordinated and led by the Chief Executive Officer of the NATIONAL OBSERVATORY OF ROAD SAFETY, and will be composed of educators linked to partner institutions.*

*6.3 All evaluation and selection procedures for the winners are the sole responsibility of the Evaluation Committee.*

*6.4 In the event of a tie between participants, the tie decision shall be exclusive to the Coordinator of the Judging Committee, and this decision shall be final and unappealable.*

*6.5 All decisions of the Evaluation Committee are sovereign, and at any stage of the Contest, either during the evaluation or in the actual award, resources or challenges by the participants are not applicable.*

## **7. AWARDS**

*7.1. The prizes of the Cultural Contest consist of:*

*7.1.1. 100 (one hundred) sets LEGO® Education Code 9348 Community Minifigure Set, containing 256 pieces, of which 22 are minifigures.*

*7.1.2. 1 pair of tickets for the awards ceremony of the May Yellow Kids Competition, which will take place on July 28, 2018 during the DENATRAN national event, in a place to be confirmed.*

*7.2. Each of the 100 contest winners will win 1 LEGO Education Code 9348 Community Minifigure Set, with only 1 of them selected by the ORGANIZER to participate in the awards ceremony.*

*7.2. Between June 9th and 25th the ORGANIZER will contact the responsible children responsible for the email provided by them at the time of registration.*

*7.3. Three (3) attempts to contact the winners via email will be made, but in case the ORGANIZER does not receive a response within 15 calendar days of the first email attempt sent, the prize will be transferred to the next cultural competition.*

*7.4. It is the responsibility of the participant responsible to provide the necessary data to receive the prize, and the ORGANIZER can not be held responsible for incorrectly supplied data. It is the responsibility of the organizer to send the material to the address provided by the person responsible and it will be necessary, at the time of receipt of the prize, that the family member or responsible person established by him signs a protocol to receive it.*

*7.5. The date of the awards ceremony may be changed by the mere liberality of the ORGANIZER, who is responsible for notifying the guests in case of any change.*

*7.6. The representative of the student invited to the awards ceremony residing at a distance of more than 100km from the city of Brasília will have the expenses of travel, stay and food for himself and his responsible party borne by the ORGANIZER.*

## **8. USE OF NAME, IMAGE AND VOICE SOUND OF PARTICIPANTS:**

*8.1 By participating in the Contest, the participant authorizes the use, in a free, definitive, irrevocable, and irreversible way, of his / her name and voice of his / her representatives, in any media or dissemination vehicles, such as but not limited to, print media (magazines, newspapers, etc.), as well as in electronic media (social networks, podcasts, videos, films, etc.), Internet, Computerized Database (multimedia), graphic configuration media, among others, with unique and exclusive purpose of disclosure of this Contest, prizes received, or other similar actions related to this Contest, for an indefinite period, without restriction of frequency, without this implying any type of burden.*

*8.2 The authorizations described above do not imply any disclosure obligation, or payment of any amount by the ORGANIZER.*

## **9. PENALTIES**

*9.1 Entries in which fraud or abuse is attempted in respect of registrations or the use of any electronic, computer, digital, robotic, repetitive, automatic, mechanical means shall be considered null and void and shall be immediately disqualified and prevented from competing for prizes. and / or analogue for the purpose of automatic and / or repetitive reproduction of registrations, identical or otherwise, by invalidating, also, all entries made by the participant who has used one of said means or one of said purposes, even if not all registrations have resulted from the use of such means and / or have been performed for such purpose.*

*9.2 Participants who attempt to violate or violate this Regulation or provide any false information will be automatically excluded.*

*9.3 Children of ZOOM Education, PlayLearn, Agnus Educação and ONSV employees may register and resolve the challenges of this Cultural Contest but will be barred from competing for prizes.*

## **10. SECRECY AND CONFIDENTIALITY OF INFORMATION**

*10.1 All data provided by the participants in the act of registration are confidential and will be stored by the ORGANIZER, who undertakes to use the said information only for the purposes defined in this Regulation. The ORGANIZER and the Evaluation Committee are authorized to verify the authenticity and veracity of all the information provided by the participants.*

*10.2 If it is verified by the Organizer or by the Evaluation Committee, or by any other means, that the Participant commits any of the penalties of Clause 9 of this regulation, it will be automatically excluded from the Competition.*

## **11. GENERAL PROVISIONS**

*11.1 The present Regulation and the Cultural Competition May Yellow Kids - STUDENTS may be altered, suspended or closed at any moment, by prior communication by the same means of dissemination of this Contest.*

*11.2 Doubts or situations not provided for in this Regulation shall be decided in a sovereign and unappealable manner by the ORGANIZER.*

*11.3 Participants can clarify their doubts through the Relationship Center at [zac@zoom.education](mailto:zac@zoom.education) or in the F.AQ available at [www.maioamarelokids.org.br](http://www.maioamarelokids.org.br)*

*11.4 The conditions of this Regulation are subject to changes determined by governmental authorities.*

*11.5 The ORGANIZER shall not be liable for any problems, failures or technical malfunction of any kind in computer networks, servers or providers, computer equipment, hardware or software, nor for any error, interruption, defect, delay or failure in operations or transmissions for the correct processing of registrations, including, but not limited to, inaccurate transmission of registrations or failure of the ORGANIZER to receive them due to technical problems, congestion on the internet or on the site linked to the Contest, virus, power outage , bugs, or hacking.*

*11.6 Similarly, the ORGANIZER is not responsible for the occurrence of unforeseeable circumstances or force majeure that may prevent the participation of the user.*

***11.7 The application will be distributed in the Apple Store online application store, however, we note that the Apple company has no participation and does not sponsor any action in this contest. Apple is not responsible for the contest, communication, results and any aspects related to this application. The Apple company is not involved in any way with this contest.***

*It is elected the FORUM OF THE SÃO CAETANO DO SUL COUNTY OF THE STATE OF SÃO PAULO, to the exclusion of any other however privileged it may be to resolve or interpret all these conditions.*