



EXHIBIT A
TERMS AND CONDITIONS
“SANTANDER COURSE | TEACHING WITH PURPOSE”

Harvard Business Impact with the financial support of **Santander** has developed the **“Santander Scholarship Programme | Teaching with Purpose”**, to empower Higher Education faculty with the knowledge and skills to design and implement engaging, active learning experiences in their classrooms and institutions.

I. Objectives

Through a blend of interactive sessions, hands-on activities, and expert-led discussions, participants will gain actionable insights that they can immediately apply to their courses. This eight-week program provides professors with practical tools and strategies to:

1. Enhance their curriculum to ensure active learning in both in-person and online settings.
2. Implement effective teaching strategies to enhance student engagement.
3. Evaluate course effectiveness guaranteeing continuous improvement.
4. Foster inclusive learning environments that support diverse learners.
5. Integrate AI tools to enhance learning experiences and optimize course delivery.

II. Recipient

This Programme will be open to professors in higher educational level possessing more than three (3) years of teaching experience, fluent in English, Spanish or Portuguese and, who are, residents of Spain, Portugal, United Kingdom, Germany, Mexico, Peru, Colombia, Argentina, United States, Chile, Uruguay and Brazil (hereinafter, the **“Candidates”**).

These Candidates will have to meet the admission requirements and selection criteria set out below.

Obtaining a free place on the training course that is offered under the Programme will be compatible with holding other classroom attendance scholarships of a different kind that may be available to the Candidates engaging in work experience under the Programme, regardless of whether these are public or private in nature.



III. Characteristics of the Programme

This Programme will have 2,000 places available, which provide an enriching online learning experience, outstanding learning content from Harvard Business Impact and networking opportunities with other participants.

a. Design Overview

Participants will engage in a blended learning experience, featuring five (5) hours of asynchronous content each week and five (5) one-hour synchronous webinars distributed across the eight (8) weeks. This includes a live webinar for each module, as well as opening and closing sessions. The content emphasizes active learning principles applicable to both in-person and online settings. It offers valuable insights and practical tools for every stage of an educator's journey: planning, teaching, and evaluating courses.

The learning outcomes for the program are:

1. **Enhance Curriculum with Active Learning Strategies:** Professors will be able to create or enhance course plans that incorporate active learning principles, ensuring effective instruction in both in-person and online settings.
2. **Implement Effective Teaching Strategies:** Professors will explore a range of teaching strategies that enhance student engagement and learning outcomes, utilizing both traditional and AI-driven approaches.
3. **Evaluate Course Effectiveness:** Professors will gain skills to assess and refine their courses, ensuring continuous improvement and alignment with learning objectives.
4. **Foster Inclusive Learning Environments:** Professors will learn strategies to create inclusive and equitable classroom environments that support diverse learners and promote student success.
5. **Leverage AI in Education:** Professors will discover practical ways to integrate AI tools into their teaching, enhance learning experiences and optimize course delivery.

Upon completion, participants will receive a digital certificate. To be eligible for certification, participants must:

- Complete all required content
- Attend a minimum number of webinars, as defined by HBP prior to the program launch
- Complete a minimum number of application challenges, as defined by HBP prior to the program launch



Parameters of certification will be shared with participants at the beginning of the program. Digital certificates will be provided via email no later than the final week of December 2026.

b. Delivery Overview

The program will be delivered in English, Spanish and Portuguese. Participants will receive access to a Learning Management System (LMS) where program content will be available in their preferred language. Communications throughout the program will also be conducted via the designated LMS. Access will be provided the last week of September and will close on November 30, 2026.

The program consists of three (3) modules to be conducted between September 2026, and November 2026. Each module will span two (2) weeks and will offer a variety of resources, such as:

- Asynchronous content including articles, short videos and recorded keynotes.
- Optional asynchronous content including articles, podcasts, reports, videos and recorded webinars.
- Live webinars with simultaneous interpretation, facilitated by renowned experts from internationally recognized institutions.
- Application challenges to encourage practice
- Downloadable resources

II. Reporting

HBP will provide demographic reports during the application process, once at the end of each phase. The reports consider the distribution of the total applicant pool, by country and gender as well as the distribution of the selected candidates.

Upon completion of the program's delivery, HBP will provide a report including the Net Promoter Score, the global satisfaction rates for the different program elements and the completion rate.

IV. Management

Registration via the website created to this end at www.santanderopenacademy.com is an essential requirement for anyone wishing to obtain a place, and the allocation of places will be notified using the management system provided.

In addition, once the Candidates have completed the Programme, the Candidates will receive a communication through Santander Open Academy platform so that they can transmit their satisfaction with the Programme by means of a short questionnaire in test mode.



Candidates should note that, in case of changing the e-mail account used for registration in the Programme, during the time the call is open for enrolment at www.santanderopenacademy.com, the candidate will have to fulfill a new completion of the assessment test.

V. Allocation of places among candidates

In order to allocate the places, the Candidates will be able to apply for the Call of the Programme from April 16, 2026 until July 28, 2026. Allocation of seats/places will be notified to beneficiaries by August 20, 2026, and it will not be possible to extend this deadline under any circumstances unless otherwise decided by the Working and Oversight Forum. Candidates who are notified that they have been allocated a seat/place will have seven (7) calendar days to notify their acceptance via the website www.santanderopenacademy.com.

In the event that, once the deadline has expired, some of the places allocated have not been accepted by Candidates, Harvard Business Impact will allocate these places under similar conditions to other Candidates who meet the admission requirements or other additional requirements that the Working and Oversight Forum will consider with the aim that the places will not be deserted.

VI. Taxation of the Programme

The corresponding tax regulations in force will be applied to the scholarships and that on occasions, if applicable, could give rise to the practice of withholdings on account of the aforementioned Tax for part of Harvard Business Impact and the obligation for the beneficiary of the scholarship to include the corresponding amounts in their annual income statement (compliance with the fiscal obligations of the beneficiary of the scholarship will be their sole responsibility). Nothing contained herein shall impose any obligations on Harvard Business Impact to pay any amounts to Santander or any tax authorities.

VII. Data protection

The Data Controller of the personal data of the users (hereinafter, the "User" or the "Users") for the granting and management of the programme (hereinafter, the "Programme") to which they have applied through the Santander Open Academy platform is **Harvard Business School Publishing Corporation** (hereinafter, the "Institution"), bearing corporate tax number **04-3177990**, with registered address at **20 Guest Street, Suite 400, Brighton, MA 02135, USA**, and contact details of its Data Protection Officer: privacy@harvardbusiness.org.

The Institution shall be responsible only for the personal data of users enrolled in the Programme.



Data that we process and the source of the data.

The Institution obtains the personal data of the Users who register for the Programme from the Santander Open Academy platform, whose Data Controller is **Universia Holding, S.L.**, solely in relation to their participation in this Programme. These data are those included in the User's profile on the platform and provided for the purposes of applying to the Programme, namely: identification data, data relating to personal characteristics, employment-related data, and academic and professional data.

Likewise, in the context of the call for applications for this Programme, the Institution will include the questions and requests for information necessary to accredit, evaluate and manage the User's application. In this regard, in addition to the data obtained from Universia Holding, the Institution may process additional personal data, including identification data, data relating to personal characteristics, academic and professional data, and employment-related data.

Purposes for which the personal data will be processed.

The personal data of the Users collected for the purposes of this Programme will be processed by the Institution in order to manage the call for applications, evaluate candidates and, where appropriate, grant or deny participation in the Programme. The legal basis for this processing is the performance of the applicable Particular Conditions or Legal Bases governing the Programme.

Additionally, the Institution may process the personal data of applicants and beneficiaries in order to comply with the legal obligations imposed by applicable law. In such cases, the legal basis for the processing shall be compliance with a legal obligation.

Recipients of personal data.

Users' personal data will only be disclosed to public authorities and bodies when they are legally competent to request such data for the performance of their functions. In certain cases, applicable regulations require the disclosure of personal data to public authorities or bodies, such as tax authorities or courts of law, which will process such data for their own purposes.

Furthermore, for the proper development of the Programme, Users' personal data will be shared with **Fundación Banco Santander** (hereinafter, the "Promoter"), which has sponsored, promoted or financed the Programme, solely for the purpose of enabling the Programme to be carried out.



Criteria for the conservation of personal data.

The data collected as a result of this call for applications may be kept by the Institution in the following manner:

- In the case of Users who are not admitted to the Programme, the data will be kept for the duration of the call for applications and subsequently for the period of time required to carry out the necessary procedures until the closure of the same.
- With respect to the applicant Users admitted to the Programme, the data will be kept for the entire period linked to the management of the call, will be incorporated, if applicable, into the student's file at the Institution and will be kept for the purposes of accreditation and certification of the award and any other related academic merit.

Users have the right to access their personal data, to request the rectification of inaccurate data, to object to the processing of their data, to request the erasure of their data when, among other reasons, it is no longer necessary for the purposes for which it was collected, to request the restriction of processing, and to request the portability of their data where legally applicable. Likewise, users have the right to withdraw their consent for the purposes for which they gave it at any time.

Users may exercise their rights by contacting privacy@harvardbusiness.org, or by writing to **Harvard Business School Publishing Corporation, 20 Guest Street, Suite 400, Brighton, MA 02135, USA**, providing proof of their identity.

Furthermore, Users may lodge a complaint with the **Spanish Data Protection Agency (Agencia Española de Protección de Datos)** if they consider that their data protection rights have been infringed (www.aepd.es).

VIII. Modification of Term and Conditions of the Programme

Participation in the call for the Programme implies acceptance by the candidates of its Terms and Conditions, which will be final, as well as the waiver of any type of claim on any aspect stipulated in them, such as allocation, selection and admission criteria.

Harvard Business Impact and Santander reserve the right to modify or amend any of the Terms and Conditions of the Call of the Programme, partially or totally at any time, even suspend, postpone or cancel the Call if there's a sufficient, justified and objective reason with the purpose of preserving the social impact that Harvard Business Impact and Banco Santander pursue with the present Call. In any case, Harvard Business Impact and Banco Santander shall inform to the Candidates about the



modifications, corrections or amendments made through the website www.santanderopenacademy.com.

These terms and conditions shall prevail over any form of communication that candidates may receive from <http://www.santanderopenacademy.com>