

FULL CONSUMER COMPETITION RULES – Kozel Beer Contest
(hereinafter referred to as the "Rules")

1. **ORGANIZER OF THE COMPETITION** Asahi CE & Europe Services s.r.o. with its registered office at Ovocný trh 1096/8, Prague 1, 110 00, Czech Republic. Company ID: 05629152, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 267700 (hereinafter referred to as the "**Organizer**").
2. **AUTHORIZED EXECUTIVE ORGANIZER OF THE COMPETITION** TRIAD Advertising, s.r.o., with its registered office at Na bojišti 1473/18, Nové Město, 120 00 Prague 2, Czech Republic, ID: 24285358, registered in the Commercial Register maintained by the Municipal Court in Prague, Section C, Insert 192926 (hereinafter referred to as the "**Executive Organizer**").
3. **DATE AND VENUE:** The competition takes place on the territory of Germany, Poland, Romania, Austria, Hungary, Croatia, Finland and Slovenia from 2. 7. 2024 until 10. 7. 2024 inclusive (hereinafter referred to as the "**Competition Time**"). It is possible to participate in the competition only during the specific term.

4. **CONTEST PARTICIPANTS**

Only a person over 18 years of age with a delivery address in Germany, Poland, Romania, Austria, Hungary, Croatia and Slovenia and who is registered on the social network Instagram (www.instagram.com), has an active Instagram account for the duration of the Competition and complies with the Competition Rules and who meets other conditions under these Rules (hereinafter referred to as the "**Contestant**" or "**Competitor**"). Contestants agree to comply with all Instagram rules of use as set out at: https://help.instagram.com/581066165581870?cms_id=581066165581870.

The competition cannot be attended by legal entities and employees of the Organizer or Executive Organizer, or persons close to them within the meaning of Section 22 of Act No. 89/2012 Coll., Civil Code of Czech republic.

5. **CONTEST MECHANICS**

The Contestant can enter the Kozel Beer Contest by making a comment (hereinafter referred to as the "Competition comment") to the one Contest post on feed in <https://www.instagram.com/kozelbeer/> (hereinafter referred to as the "Contest post").

The Contestant can make only one comment to Contest post.

The Competition comment may not:

- a) be in conflict with applicable law in jurisdiction of Germany, Poland, Romania, Austria, Hungary, Croatia and Slovenia;
- b) contain any inappropriate statements which would be contrary to accepted principles of morality, to the generally accepted rules of decency and morality or which would diminish human dignity;
- c) may not promote inappropriate or excessive drinking or present refusal to drink in a negative way;
- d) contain elements of pornography, violence, outrage, or otherwise inappropriate content;
- e) defame a nation, race, ethnic or other group of persons;
- f) inciting or sanctioning criminal activity or inciting induct immoral conduct;
- g) contain elements or parts in respect of which third parties claim rights, in particular copyright or related rights, industrial property rights such as trademarks or designations of origin and other intellectual property rights;
- h) contain hidden advertising;
- i) damage the reputation of the Organizer and his brands or Executive Organizer in any way.

The decision as to whether the Entry meets the conditions of this paragraph shall lie solely with the Executive Organizer.

The Organizer neither Executive Organizer shall not be liable for incomplete or otherwise defective Competition comment resulting in the impossibility of using the Competition comment for the purposes of the Competition in connection with technical or other complications on the part of the Competition.

The Organizer and Executive Organizer reserves the right not to enter the Competition comment into the Competition or to remove a Competition comment that does not meet the conditions set out in these Rules (i.e. in particular this Article) from the Competition at any time for the duration of the Competition or after its completion without justification, without any compensation.

6. PRIZE AND DETERMINATION OF WINNER

The Prize for a winner of this Kozel Beer Contest is two tickets to the festival Fiera Milano Live 2024 (hereinafter referred to as the "Festival"), on July 16, 2024, as well as accommodation and payment for two persons in a standard hotel room near the festival venue.

The on-line tickets and on-line booking information for accommodation will be in form of digital code/pdf. document sent to the winner's direct message on his Instagram profile.

The selection of the winning Competition comment will be random via using this app:

<https://commentpicker.com/>

The winner is responsible for determining any potential tax liabilities arising from the Prize and fulfilling these tax obligations with the relevant tax authority. The Organizer or Executive Organizer are not liable for the winner's failure to comply with these obligations. The Organizer or Executive Organizer, however, undertake to assist the winner in fulfilling their tax obligations.

7. ANNOUNCEMENT AND HANDOVER OF PRIZE

The winner of the Prize will be tagged in the comments on the Contest post and contacted by private direct message via the Instagram, whereas the Executive Organizer sends him a win notification and digital tickets and booking information code/pdf.document.

The Organizer neither the Executive organizer are not responsible if the winner does not use the tickets or/and booking, for any reason.

Prize from the winner cannot be transferred by the winner to another contestant or a third party. Winning cannot be paid out in cash or other non-monetary compensation. The Organizer neither the Executive organizer are not responsible for the loss, damage, destruction or non-delivery of the Prize. The Organizer neither the Executive organizer are not responsible for any changes to the Festival program or its cancellation. The quality of the prize is guaranteed by their suppliers, who also handle any complaints.

8. INFORMATION ON THE PROCESSING AND PROTECTION OF PERSONAL DATA

The Competitor acknowledges that in connection with the holding of this Competition, his/her personal data is processed in accordance with the relevant personal data protection legislation and related legal regulations (especially Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC – „GDPR“, and Section Act No. 110/2019 Coll., Personal Data Processing Act of Czech republic), solely for the purpose of the implementation of this Competition under these Rules (i.e. with their corresponding processing by the Organizer as a controller and the Executive Organizer as a processor), to the extent of the data published by the competitor on his/her Instagram profile. Personal data will be used exclusively for the purposes of conducting the competition, its organization and evaluation, for the duration of the competition under these Rules and 90 days thereafter for the purpose of checking compliance with the Rules, handing over and realizing the prize. The personal data of the winners will be stored for 3 years due to the organization of the competition. Legal basis for processing: fulfillment of the controller's obligation pursuant to Article 6, para. 1, lit. (b) the GDPR; protection of the interest of the controller pursuant to Article 6, para. 1, lit. (f) GDPR.

The controller of personal data is the Organizer. The personal data of the competitors may also be processed by the Executive organizer, marketing companies commissioned by the organizer, in the manner customary for arranging the competitions, delivery companies, IT service providers and accountants, tax and legal advisors, based on the organizer's instructions. Personal data processors provide sufficient guarantees for the implementation of technical and organizational measures so that the processing in question meets the requirements laid down by law on the protection of personal data and that the rights of data subjects are safeguarded. The processing of personal data takes place in technically and physically secured electronic information systems. Personal data will not be transferred outside the European Union, unless permitted by law.

Participation in the competition and the related provision of personal data is voluntary, but the processing of personal data is necessary for participation in the competition and without their provision it is not possible to participate in the competition. The Competitor acknowledges that he/she has rights under the relevant legislation, i.e. in particular the Contestant acknowledges that the processing is transparent, the Contestant has the right to information and access to personal data, the right to rectify their personal data, restriction of processing, deletion of personal data.

The competitor also has the right to data portability and the right to be forgotten and the right to object. The Entrant will not be subject to a decision based on automated processing which produces legal effects for him/her or significantly affects him/her.

By participating in the competition, the competitors give their consent to the fact that the Organizer and the Executive organizer are entitled to use in accordance with the ust. § 77 a q. Act No. 89/2012 Coll., the Civil Code, as amended, free of charge of the data published by the competitor on his/her Instagram profile, in particular the winner of the competition, in the media (including the Internet) in connection with this competition, for a period of 5 years from the end of the competition.

In case of doubt about compliance with the obligations related to the processing of personal data, the competitor may contact the Organizer at his address Asahi CE & Europe Services s.r.o., Ovocný trh 1096/8, Prague 1, 110 00. At this address, the contestant may submit objections, requests, complaints or other questions to the Organizer. The competitor may also contact the supervisory authority, which is the Office for Personal Data Protection with its registered office at Pplk. Sochora 27, Prague 7, postal code 170 00, e-mail: posta@uouu.cz, www: <https://www.uouu.cz>, or a supervisory authority of competitor's country.

9. OTHER TERMS AND CONDITIONS OF THE COMPETITION

Any objections to the course of the competition are finally decided by the Organizer. The Organizer reserves the right to shorten, postpone, interrupt or cancel or unilaterally change or supplement its Rules without compensation for the entire duration of its duration by announcing the change under the competition entry and reference to the new applicable Rules.

The Organizer is not responsible for the completeness of the extract from these Rules, which may be published in an abbreviated version on promotional or other materials in connection with the Competition. These Rules are considered to be the only complete rules within the competition.

The competitor and the winner of this competition acknowledges that there is no legal claim to the Prize, and these cannot be enforced through the courts in the sense of Section 2874 of Act No. 89/2012 Coll., the Civil Code of the Czech republic. In the event of any dispute relating to the Contest, the Organizer's decision will be final and binding. The Sections 1810 to 1867 of Act No. 89/2012 Coll., the Civil Code of the Czech republic do not apply to the Competition and Prize.

Participation in the competition is voluntary and the competitor by participating in the competition expresses his/her agreement with its Rules. Any violation or circumvention of these Rules by a competitor or attempted abuse of them shall constitute grounds for the immediate exclusion of such entrant from the Competition.

The rules are published for the duration of the competition in electronic form in the form of a link in the organizer's bio Instagram profile on: <https://www.instagram.com/kozelbeer/>

10. CONSENT TO THE RULES

By sending an Competition comment during the duration of the contest or registering on microsite during Competition Time, each contestant expresses his/her consent to these Contest Rules and undertakes to comply unreservedly with these Rules.

This Contest is governed by the Laws of the Czech Republic, except the provisions, obligatory excluded from this principle by the applicable legislation of the participants' countries.

The Contest is not sponsored, endorsed, administered or affiliated with the social network Instagram. The Contestant understands that they are providing their information to the Organizer and Executive organizer of the contest and not to Instagram. In case of any questions, the contestants can contact the message on the Instagram profile with a question: <https://www.instagram.com/kozelbeer/>

Prague, on 10th July 2024