

## "Be Active, Be Your Change Competition" - Terms and Conditions

### 1. GENERAL TERMS AND CONDITIONS

- 1.1 This document outlines the terms and conditions for the "Be Active, Be Your Change Competition" hosted on the <https://competition.my-impact.org/> website. The competition is governed by Article 921 of the Polish Civil Code - Act of April 23, 1964 (Journal of Laws No. 16, item 93, with subsequent amendments) – hereinafter referred to as "the Competition".
- 1.2 The Competition is organised by Wirtualna Polska Media Joint Stock Company, located in Warsaw at Żwirki i Wigury 16, 02-092 Warsaw, registered in the National Court Register of Entrepreneurs kept by the District Court for the Capital City of Warsaw in Warsaw, XIV Economic Department of the National Court Register under the number KRS 0000580004, with a share capital of 320,058,550.00 PLN paid in full, and with the Tax Identification Number 5272645593 (hereinafter referred to as "the Organiser").
- 1.3 The Organiser is also the sponsor of the prizes in the Competition.
- 1.4 The Competition is organised, announced, and broadcast by the Organiser within the European Union for EU citizens, living in the EU via the Internet, subject to the technical reception capabilities of the <https://competition.my-impact.org/> website.
- 1.5 This set of regulations constitutes the basis for conducting the Competition and defines its terms as well as the rights and obligations of its participants.
- 1.6 The Competition will run from April 30, 2024, to July 14 2024, with the announcement of the results on July 30, 2024.
- 1.7 By participating in the Competition, each participant consents to the public disclosure, including posting on <https://competition.my-impact.org/>, of their name, surname, image rights and country of residence during the Competition, its promotion, and the announcement of results.
- 1.8 Participation in the Competition (by submitting the application referred to in section 3.3) implies full acceptance of its terms and conditions by the participant. The participant commits to abide by the rules outlined in this document and confirms that they meet all the conditions that qualify them for participation in the Competition. A participant who does not meet the conditions specified in the regulations or violates any rule may be excluded from participation in the Competition at any time and will forfeit their right to any prize.
- 1.9 For additional information about the Competition and its terms, participants can contact the Organiser at [my-impact@grupawp.pl](mailto:my-impact@grupawp.pl).

### 2. PRIZES

2.1 The prizes for the Competition are:

- Four (4) cash prizes of €5,120 (five thousand one hundred and twenty euros) each, and
- Nine (9) cash prizes of €2,000 (two thousand euros) each. Should the prevailing legal regulations require the Competition Winner to pay personal income tax through the Organiser, the Prize will be issued to the Competition Winner after deducting the income tax amount.

2.2 The Organiser declares that all prizes will be distributed in compliance with applicable tax laws.

2.3 The prize will be reduced by withholding tax as per appropriate convention on double taxation between Poland and Competition Winner country, provided that the Competition Winner will deliver current certificate of residency issued by the applicable tax authorities and the Beneficial Owner Statement. The prize will be subject to 20% withholding tax in case the current certificate of residency is not delivered. The certificate of residency to be delivered by Competition Winner shall comply with the following: (i) shall have 12 months validity from the date of its' issue; or (ii) between the dates of specified in the residency certificate. The Competition Winner is obligated to immediately deliver a new certificate of residency to the the Organiser in the event that the prize is issued after the expiration of certificate.

2.4 The awarded participant is responsible for ensuring their ability to receive the prize. The Organiser cannot be held accountable for any factors preventing or hindering the prize's receipt.

2.5 The Organiser shall not assume any liability for any alterations in the participant's provided residential address or other personal information that may impede communication with the participant or the distribution of the prize.

2.6 The Organiser will inform all Competition participants about the details of receiving and claiming prizes via email.

2.7 Any prizes that the winner of the competition does not claim within 30 days of the Competition's end will be forfeited and become the property of the Organiser.

### **3. RULES OF PARTICIPATION**

3.1 Terms and Conditions for the Competition can be found on <https://competition.my-impact.org/> website.

3.2 The Competition consists of two stages. The stages will be conducted according to the Competition's schedule.

The schedule for this edition of the Competition is as follows:

- a) Stage I from April 30, 2024, to July 14, 2024 – project submissions
- b) Stage II from July 14, 2024, to July 30, 2024 – selecting winners.

3.3 To participate in the Competition, submit your project between April 30, 2024, at 12:00 PM and July 14, 2024, at 12:00 PM CET using the competition form available on the <https://competition.my-impact.org/> website. The application must be in English and should include:

- a) Registration data: the participant's country of origin, their first and last name or team members' names, and a contact e-mail address.
- b) Project submission (a case study of the project you are currently conducting or have already

completed): You may attach up to 15 files in Word, PowerPoint, PDF, MOV, MP4, JPG, and PNG formats.

Show how you utilize new media and innovative journalistic formats to educate and engage people on topics such as mental health and ecology. Show us how you've effectively leveraged online platforms to increase awareness and drive meaningful conversations around these issues. Present strategies for creating compelling content on important social issues, emphasizing the importance of social engagement. Share your insights on crafting content that resonates with audiences, drives engagement, and inspires action. Share your "viral recipe" for spreading awareness and mobilizing support for important causes among young people. Explain why it's crucial to promote these issues in innovative ways and how your approach has led to tangible results or positive societal change.

Participants are required to have full rights to the text and all attachments submitted to the Competition.

3.4 All applications correctly submitted for the Competition will be divided into five equal parts and reviewed by the competition committee. During the first stage of the Competition, the committee will be divided into five teams, each representing a company indicated in point 3.9. The committees cannot evaluate applications from the same country they originate from. Each competition committee will select four applications that:

**Journalistic Excellence:** The extent to which the entry demonstrates adherence to journalistic principles, including accuracy, objectivity, fairness, and thoroughness in reporting.

**Creativity in Storytelling:** The level of innovation and creativity exhibited in the storytelling approach. Judges will assess the use of multimedia elements, narrative techniques, and interactive features to engage and captivate audiences while effectively conveying the significance of the social issue addressed.

**Ethical Standards:** The demonstration of ethical conduct and integrity in journalism, including transparency, accountability, and respect for diverse perspectives.

**Innovative Approaches:** The degree of innovation and originality demonstrated in addressing social issues through journalistic means. Entries will be evaluated based on the use of new media technologies, data-driven approaches, and creative storytelling methods to effectively communicate complex issues and engage audiences.

**Overall Presentation:** The overall quality and effectiveness of the entry in conveying the importance and urgency of the social issue addressed, as well as the clarity, coherence, and persuasiveness of the argument presented. Judges will consider the overall impression and presentation style, including visual design, writing quality, and multimedia integration. The authors of the selected applications will become the winners

3.5 The winners of the Competition will be announced on July 30, 2024, on the Competition website: <https://competition.my-impact.org/> . The top four projects with the highest number of votes received will be awarded a first-degree prize, while the following nine projects with the highest number of votes received will receive a second-degree prize, as indicated in paragraph 2.1.

3.6 Participants selected in the Competition's first stage will receive an email from the Organiser notifying them of their selection and qualification for the second stage.

3.7 Winners of the Competition will be notified via email of the number of votes received, their position, and the prize they have won by the Organiser.

3.8 Each person or team can only submit one application for the Competition.

3.9 Each winner must provide the Organiser with the personal information necessary for the prize awarding. The winner's data will be entered into the competition metric.

3.10 Awarded projects will be published on the Competition website and may be republished on the following websites: my-impact.org; vibez.pl/my-impact; <https://www.delfi.lt/multimedija/mano-poveikis/>; <https://myimpact.index.hr/>; <https://www.vbox7.com/myimpact/>; <https://stirileprotv.ro/my-impact/>.

3.11 Only complete and correct applications that meet the conditions specified in this document will be considered in the Competition.

3.12 The Competition is overseen by a committee comprising three (3) representatives each from DELFI in Lithuania, Index promocija d.o.o. in Croatia, PRO TV SRL in Romania, Net Info EAD in Bulgaria, and Wirtualna Polska Media S.A. in Poland. The committee is responsible for ensuring the proper conduct of the competition.

3.13 The Organiser's statutory authorities oversee the Competition's conduct and the work of the competition committee to ensure accuracy.

#### **4. PARTICIPATION RESTRICTIONS**

4.1 Employees and regular collaborators or contributors of Wirtualna Polska Holding companies cannot participate in the Competition.

4.2 Immediate family members of the entities mentioned in point 4.1 are also prohibited from participating in the Competition.

4.3 The Competition is open to individuals aged between 18 to 29 years.

4.4 An individual can join the Competition on behalf of several people who have jointly developed a project or have already jointly implemented a project in the field of ecology, mental health, or social engagement.

4.5 A participant in the Competition is a person who has met all the conditions specified in this document.

#### **5. COMPLAINT PROCEDURE**

5.1 Any objections or complaints regarding the course or outcome of the Competition must be submitted to the Organiser in writing (to the address Wirtualna Polska Media S.A., ul. Żwirki i Wigury 16, 02-092 Warsaw), within 14 working days from the date of its conclusion. The complaint should include all data enabling the Organiser to identify the Competition participant and their first and last name. Additionally, please provide a precise indication of the reason for the complaint and its justification.

5.2 In the case of sending a complaint via post, the date of the postmark is decisive.

5.3 All complaints submitted by the participants will be considered, and the concerned participants will promptly be notified of the outcome of the complaint in writing by the Organiser. This will be done no later than 30 days after receiving the complaint.

## **6. DATA PROTECTION**

6.1 The Organiser of the Competition is the Data Controller of personal data to the extent necessary for the purposes of:

6.1.1 conducting the Competition, i.e., selecting the winner, communicating within the Competition framework, granting and issuing any entry tickets (if applicable), and resolving complaint procedures. The legal basis for processing is the consent of the participant (Article 6(1)(a) of the GDPR) expressed by a clear, confirming action of entering the Competition. For this purpose, data will be processed for the period necessary to conduct the Competition and issue entry tickets or until consent is withdrawn.

6.1.2 considering complaints and claims and possibly establishing and pursuing claims or defending against claims. The legal basis for processing is the legitimate interest of the Data Controller (Article 6(1)(f) of the GDPR), consisting of the defence of its rights and economic interests and ensuring the correct course of the Competition. For this purpose, data will be processed for no longer than six years from the event that may constitute the basis for the claim or until an effective objection is raised.

6.2 The Organiser has appointed a Data Protection Officer who can be contacted via email: [iodo@grupawp.pl](mailto:iodo@grupawp.pl) or by post at Wirtualna Polska Media S.A., Data Protection Officer, ul. Żwirki i Wigury 16, 02-092 Warsaw.

6.3 The Organiser informs that submitting personal data is voluntary, although it is required for participation in the Competition.

6.4. Personal data can be transferred to third-party entities processing data on behalf of the Organiser, including IT service providers, provided they process the data according to the Organiser's instructions.

6.5 Personal data may be shared with a bank or postal service provider for prize delivery purposes.

6.6 The Organiser states that they do not intend to transfer participants' data directly to third countries (i.e., outside the European Economic Area, EEA) or international organisations. However, Facebook's global operations mean data can be transferred outside the EEA in connection with the Participant's use of Facebook. This is beyond the Organiser's control. Such transfers are based on the

standard contractual clauses adopted by the European Commission, which Facebook uses. You can find information about Facebook, Inc.'s data processing rules on this website:

<https://www.facebook.com/policy.php>.

6.7 Personal data processed by the Organiser are not subject to automated decision-making or profiling that would have legal effects or a similarly significant impact on the Participant.

6.8 The Participant has the right to access their personal data, including obtaining a copy of the data, rectification, deletion (in specific situations); request the restriction of processing, data transfer, as well as to object against the processing of data for reasons related to the Participant's particular situation. Additionally, the Participant has the right to revoke their consent to process their data. However, this does not affect the legality of the processing based on their consent prior to revoking it.

6.9 To exercise the rights above, one should contact the Data Protection Officer.

6.10. The Participant has the right to lodge a complaint with the President of the Personal Data Protection Office.