



## PRIMEROS 12-PACK SCRATCH LOTTERY

Find three symbols of a “gift” and win great prizes. Everyone can win. Just be careful – if you scratch away more than three fields, you are disqualified.

### We give away 150 gifts every month!

1. Buy any Primeros 12-pack in the new packaging design. There are eight scratch fields on the reverse side of the box.
2. Carefully, scratch three fields. Every pack can win – you just have to aim right. See three gift symbols? Congratulations, you are the lucky winner!
3. If you are in the Czech Republic, send the pack to: “DK PRIMEROS” DER KURIER Česká Republika spol. s r. o., Dopraváků 749/3, 184 00, Praha 8– Dolní Chabry, and if you are in Slovakia, send the pack to: “DK PRIMEROS” DER KURIER Slovakia spol. s r.o., Elektrárenská 1, 831 04 Bratislava, and don’t forget to leave your name, address, email or telephone – so that we know where to send the prize. And our gift will find you.

### RULES OF THE SCRATCH LOTTERY

Game promoter: Primeros Prague a.s., Římská 103/12, 120 00 Praha 2, Company ID No.: 27209911 (“Promoter”)

#### 1. Duration

Primeros Scratch Lottery (“Lottery”) will run from 1 September 2019 until 31 December 2022 (“Period of the Lottery”) in the territory of the Czech Republic and Slovakia.

#### 2. Terms and conditions of participation

A participant is a natural person older than 15 years of age who sends, within the stated Duration, an eligible Primeros 12-pack to the address of the Promoter. An eligible pack is a pack with only three scratch fields scratched on the reverse side of the pack, while all others remain intact. The intact fields must not be damaged in any way, partially scratched, made transparent, etc. The Promoter reserves the right to decide controversial cases. Persons younger than 18 years must have a consent of their parent or legal custodian in order to participate in the Lottery. A winner may only be a participant with a mailing address within the territory of the Czech Republic or Slovak Republic. Legal persons and employees of the Promoter, or persons related to them pursuant to Section 22 of the Act No. 89/2012 Coll., The Civil Code, cannot participate in the Lottery.

#### 3. Format

The participant purchases a Primeros 12-pack and, on reverse side of the pack, scratches three fields. If three different symbols appear, the pack becomes non-eligible. If three of

the same symbol of a "gift" appear, the participant will send the pack, carefully packaged, to the address of the Promoter. The Promoter will reward the first 150 participants of the month with a branded Primeros Post-coitum T-shirt. **A participant can win only once during the Period of the Lottery.**

#### **4. Winnings**

600 exclusive Primeros Post-coitum T-shirts each year.

#### **5. Winners**

Winners will be picked by the Promoter based on the date of sending the pack to the address of the Promoter. The first 150 participants every month win. The prize will be sent to the address noted as "Sender" or another address attached by the sender to the parcel with an explicit request for a change of the delivery address. The Promoter is not liable for any risks or obligations in connection with the process of delivery of the prizes. The prizes cannot be exchanged for cash. The prizes cannot be claimed in court.

If a participant who does not have a delivery address in the Czech Republic or Slovak Republic is picked, he is not eligible for the prize. Unclaimed prizes, including prizes not awarded due to a low number of participants, will be forfeited to the Promoter. A prize will not be given if the Promoter finds, or has reasonable suspicion, that there is a fraud or any malicious act on the part of any participant or another person who has assisted the given participant in winning the prize.

#### **6. Consent to the rules and information privacy**

By sending a Primeros 12-pack to the address of the Promoter, the participant in the Lottery grants their voluntary and explicit consent to the rules of the Lottery and, in keeping with the Act No. 101/2000 Coll., On personal data protection, their gratuitous consent with the processing of their personal data and photographs provided as part of the project of Primeros Prague a.s., Římská 103/12, 120 00 Praha 2, Company ID No.: 27209911, for marketing purposes, i.e. offering of goods and services and distribution of information about the Promoter's campaigns, including sending information and other commercial communications via SMS messages, e-mails and other electronic means pursuant to the Act No. 480/2004 Coll., On certain information society services and the amendment of certain laws (the Act on Certain Information Society Services), as amended, and a consent to the use of such data and photographs in the media and on the web site of the personal data controller, if such use is in connection with the Lottery, for a period of 5 years from the granting of the consent. The participant has the right of access to personal data and other rights pursuant to Sections 11 and 21 of Act. 101/2000 Coll., On personal data protection. Granting of the consent is voluntary and this consent can be withdrawn at any time free of charge at the address of the processor. Agreeing with the processing of personal data and receiving commercial communications is a pre-condition for participation in the Lottery. If the Promoter receives a revocation of consent or an application for a deletion from the database, it will automatically result in the cancellation of the participation of the respective participant in the Lottery without compensation. This express consent granted to the Promoter, data controller and data processor includes, in particular, the consent with the use of the following personal data by the Promoter: name, surname, address (street, house number, city / postal code). Possible publication of personal data

on the winners' list is consented to in the following extent: name, surname and town / village.

## **7. Other important terms and conditions of the Lottery**

A prize can be won only until the Lottery ends. Lottery participants expressly understand that the Promoter can gratuitously use their first name, surname and town / village in the media (including online), promotional and advertising communication of the Promoter in connection with the Lottery and the Promoter's products; that audio and visual recording can be made and published in the manner described above of the Lottery participants, subject to Sections 84-90 of the Act 89/2012 Coll., The Civil Code, as amended, for a period of five years after the Lottery is concluded. The participants participate in the Lottery in the knowledge that they cannot demand cash or any other benefit in lieu of the prize. The Promoter is not obligated to the participants in any way; participants have no right to claim any other benefits from the Promoter apart from those explicitly provided in the rules of the Lottery. The Promoter reserves the right to eliminate those participants whose behaviour bears the marks of competition fraud or other practices, or if there is a reasonable suspicion of abusing the Lottery. Visual representation of the prizes in Lottery communication (leaflets, posters, website, etc.) is for illustration only and may not represent the actual prizes. The Promoter has the right to review all the terms and conditions of participation in the Lottery, and, in the event of a dispute, the Promoter has the final say in any matter related to the Game. The Promoter has the right to exclude any participant from the Lottery if the participant is in breach of the rules, good manners, behaves fraudulently in order to secure a prize, uses means of communication to damage the good name of the Promoter, or is suspect of any of the foregoing, without compensation of any costs or damages the participant may have incurred in connection with the exclusion from the Lottery.

*Primeros*

In Prague, 1 September 2019