

**Pravilnik kampanje održivosti  
„Ostavi pečat, ne trag”  
Trajanje: 01.08-31.08.2021**

**Član 1. ORGANIZATOR I ZVANIČNI  
PRAVILNIK KAMPANJE**

Kampanju „Ostavi pečat, ne trag” organizuje kompanija Media Com doo Beograd, Bulevar Vojvode Bojovića 6 (u daljem tekstu: Organizator) za svog klijenta Procter & Gamble doo, Španskih Boraca 3, Beograd, Srbija ( dalje: P&G) a u cilju poboljšanja lojalnosti potrošača i davanju doprinosa zaštiti životne sredine, na način opisan u članu 5 niže.

Potrošači kao učesnici Kampanje su u obavezi da poštuju uslove i odredbe zvaničnog pravilnika (u daljem tekstu „ Pravilnik”).

Odredbe Pravilnika su besplatno dostupne svakoj zainteresovanoj osobi, tokom čitavog trajanja Kampanje na: [www.ro.pg.com/regulations-serbia](http://www.ro.pg.com/regulations-serbia)

Organizator zadržava pravo da precizira, izmeni ili dopuni odredbe ovog Pravilnika, za sve vreme trajanja Kampanje. Svaka izmena važi i proizvodi dejstvo počev od momenta objave na navedenoj web stranici.

**Član 2. PODRUČJE KAMPANJE**

Kampanja se organizuje i sprovodi širom teritorije Republike Srbije, u svakom maloprodajnom objektu trgovinskog lanca dm drogerie markt.

**Član 3. TRAJANJE KAMPANJE**

Kampanja traje od 01. do 31. avgusta 2021. g. Ukoliko organizator odluči da skрати ili da produži Kampanju, obaveštenje će biti dostupno javnosti na web stranici opisanoj u u članu 1.

**Član 4. PROIZVODI KOJI SU UKLJUČENI  
KAMPANJU**

Proizvodi koji su obuhvaćeni Kampanjom su svi Head&Shoulders proizvodi, nevezano za vrstu ili veličinu pakovanja.

**Sustainability Campaign Regulation  
„Leave a mark, not a trace”  
Duration August 1,-August 31,2021**

**Article 1. ORGANIZERS AND OFFICIAL  
REGULATION OF THE CAMPAIGN**

The campaign "Leave a mark, not a trace" is organized by the company Media Com doo Belgrade, Bulevar Vojvode Bojovića 6, (hereinafter, the "Organizer") for the benefit of Procter & Gamble doo, Španskih Boraca 3, Belgrade, Serbia (hereinafter P&G) in order to improve consumer loyalty and contribute to an environmental cause, as detailed in Art. 5 below.

Consumers as campaign participants should comply with the terms and conditions of this Official Campaign Regulation (hereinafter referred to as the "Regulation").

The Regulation is available free of charge to any interested person, at any time during the Campaign, at: [www.ro.pg.com/regulations-serbia](http://www.ro.pg.com/regulations-serbia)

The Organizer reserves the right to change and /or amend the Official Regulation, and the completion and / or modification shall be made publicly available on the same website.

**Art. 2- TERRITORY OF THE CAMPAIGN**

(1) The campaign is organized and carried out in dm drogerie markt stores, throughout territory of Republic of Serbia.

**Article 3: DURATION OF CAMPAIGN**

Launching of the campaign shall be on August 01 2021. until August 31, 2021.

If the Organizer decides to shorten / prolong this campaign, this will be announced on web site stated in in Article 1.

**Article 4. THE PARTICIPATING PRODUCTS**

The products participating in this Campaign are all Head&Shoulders products, regardless of variation or weight.

## **Član 5. MEHANIZAM KAMPANJE**

Za svaki Head&Shoulders proizvod koji učestvuje u Kampanji, a kupljen tokom trajanja Kampanje (1.08.2021-31.08.2021.) u svim maloprodajnim objektima trgovinskog lanca dm drogerie markt, P&G će novčanim doprinosom u pojedinačnoj vrednosti od 100 RSD po proizvodu, do ukupne vrednosti od 990.680,00 RSD (srazmerno vrednosti 10.000 USD) pomoći rad ekološkog pokreta „Okvir života“, u saradnji sa kojim će biti opremljen prvi naučni centar za stare sorte.

Maksimalni iznos se utvrđuje na početku Kampanje i neće se menjati tokom perioda njenog trajanja.

Mehanizam „jedan Head&Shoulders = jedan doprinos“ je uključen u već utvrdjeni iznos sponzorskog paketa.

Svaki potrošač koji tokom trajanja kampanje kupi Head&Shoulders proizvod u nekoj od prodavnica dm drogerie markt maloprodajnog lanca, smatraće se da je dao svoj doprinos kampanje.

Po završetku kampanje Head&Shoulders proizvodi će izgubiti status proizvoda koji učestvuju u ovoj kampanji

Smatraće se da svako fizičko lice koje učestvuje u kampanji prihvata ovaj Pravilnik i poštuje uslove predviđen njime, Ukoliko se Učesnik ne slaže sa ovim Pravilnikom, učesnik treba da prekine svoje učešće u kampanji

## **Član 6. PREKID KAMPANJE**

Kampanja može prestati pre propisanog roka u slučaju događaja više sile, vanrednog stanja uključujući i slučaj nemogućnosti Organizatora da realizuje Kampanju pod kvalitetnim uslovima.

Viša sila označava svaki događaj koji se ne može predvideti, kontrolisati ili otkloniti od strane Organizatora, uključujući i nemogućnosti Organizatora da ispuni obaveze iz ovog Pravilnika, nezavisno od njegove volje. Kampanja se može prekinuti pre roka ili može

## **Article 5. THE CAMPAIGN MECHANISM**

For each participating Head&Shoulders product, purchased during the duration of the Campaign (namely, August 1 2021 – August 31 2021) from dm drogerie markt, P&G will contribute monetary value in the individual value of 100 RSD per product, up to a total value of 990.680,00 RSD (equivalent of 10.000 USD) to support work of ecological movement “Okvir života” in cooperation where the first scientific center for old varieties will be equipped.

The maximum amount is determined at the beginning of the campaign and will not change during the duration of the campaign.

The mechanism of “one Head&Shoulders pack = one contribution” is included into the already established sponsorship amount.

Therefore, each Head&Shoulders product purchased in any retail store from dm drogerie markt retail chain will be considered as a contribution to the campaign.

At the end of the Campaign, the Head&Shoulders products will lose status of participating products.

Any person participating in the campaign shall be deemed to accept this Regulation and to comply with the conditions set forth therein. If the Participant does not agree with this Regulation, the Participant shall terminate its participation in the campaign.

## **Article 6 – TERMINATION OF THE CAMPAIGN**

Campaign may be terminated prior to the prescribed deadline in the events of force majeure, state of emergency including also the event of inability of the Organizer to carry out the contest in appropriate conditions.

Force majeure means any event that may not be foreseen, controlled or eliminated by the Organizer, including also the inability of the Organizer to fulfill its obligations assumed under this Regulation, independently from its will. Campaign may be terminated prematurely

biti zaustavljen na osnovu slobodne odluke Organizatora, pod uslovom da su takve promene objavljene u skladu sa odredbama ovog Pravilnika.

U situaciji prekida Kampanje pre roka iz gore navedenih razloga, Organizator nema obavezu da Potrošačima vrati novčani iznos za kupovinu Head&Shoulders proizvoda, niti da plati zahtev za nadoknadu štete ili bilo koje druge slične zahteve.

#### **Član 7. SUDSKI SPOR**

Eventualni sudski sporovi nastali između Organizatora i učesnika će se rešavati mirnim putem ili, u slučaju da to nije moguće, biće rešavani od strane nadležnog suda u Beogradu

#### **Član 8. LIČNI PODACI**

Tokom trajanjakampanje , Organizator niti P&G neće prikupljati ili obrađivati lične podatke učesnika .

#### **Član 9. OSTALO**

Odluke organizatora u vezi sa Kampanjom su konačne i obavezujuće za sve učesnike.

Ovaj Pravilnik je potpisan u dva originalna primerka.

Media Com doo Beograd

or it may be ended at the Organizer's will provided such changes have been announced in accordance with the provisions stipulated herein.

In the envisaged situation, the Organizer will not have any obligation to return to consumers a monetary amount of product nor to pay a claim for damages or any other similar amounts.

#### **Article 7 - DISPUTES AND APPLICABLE LAW**

Any disputes arising between the Organizer on the one hand and any of the Consumers on the other shall be settled amicably or, if that path is not possible, the disputes will be settled by the competent, court in Belgrade.

#### **Article 8 - PERSONAL DATA**

During the campaign, no personal data will be collected nor processed by the Organizer and/ or P&G.

#### **Article 9 MISCELLANEOUS**

Decisions of the Organizer pertaining to the Campaign shall be final and binding to all participants.

The official regulation was signed up in 2 (two) original copies.

Media Com doo Belgrade