

**PRAVILA
NAGRADNOG KONKURSA
"Oral B povratak u školu "**
Period trajanja: 01.08.2021 - 31.08.2021

Član 1 - Organizator

Organizator nagradnog konkursa "Oral-B povratak u školu " (u daljem tekstu: konkurs) je Mediacom d.o.o. Beograd (u daljem tekstu: Organizator). Konkurs će biti organizovan u ime PROCTER & GAMBLE MARKETING AND SERVICES D.O.O. BEOGRAD (dalje: Korisnik), a radi promocije brenda Oral-B.

Učešće na konkursu podrazumeva upoznatost sa ovim obavezujućim Pravilima, njihovo razumevanje i saglasnost svakog od Učesnika sa svim odredbama Pravila. Organizator zadržava potpuno pravo izmene i/ili dopune Pravila, kao i pravo da obustavi, prekine, skрати ili produži vreme trajanja konkursa.

Pravila kao i sve izmene i dopune ovih Pravila biće objavljene u okviru bio dela na Instagram stranicama @lilly_drogerie i @oral.srbija.

Učešćem u ovom konkursu učesnici prihvataju sve navedene uslove i oslobađaju Organizatora pravne odgovornosti bilo koje vrste, a koja je u vezi sa ovim konkursom.

Ovaj nagradni konkurs se održava u okviru platforme društvene mreže Instagram, ali konkurs nije ni na koji način podržan, iniciran, osmišljen niti organizovan od strane kompanije Facebook, Instagram, te u tom smislu Učesnici nemaju, niti na bilo koji način mogu steći bilo kakva prava niti isticati zahteve koji bi se odnosili na ovu kompaniju i sa njom povezane kompanije i organizacije, s obzirom da ista nije vezana za organizaciju ili realizaciju konkursa.

U tom smislu upućuju se svi potencijalni Učesnici da se prethodno detaljno upoznaju sa svim pravilima kompanije Facebook Instagram čije profile poseduju, a naročito pravila koja se odnose na njihove lične podatke odnosno način korišćenja i dostupnosti istih.

**RULES OF THE
"Oral-B back to school"
PRIZE CONTEST**
Period of duration:
August 1, 2021-August 31, 2021

Article 1 - Organizer

The Organizer of the "Oral-B back to school " prize Contest (hereinafter referred to as: Contest) is Mediacom d.o.o. Belgrade (hereinafter referred to as: Organizer). The Contest shall be organized on behalf of PROCTER & GAMBLE MARKETING AND SERVICES D.O.O. BEOGRAD (hereinafter referred to as the Beneficiary) for the purpose of promoting the Oral-B brand.

Participation in the Contest shall require any Participant to become acquainted with these obligatory Rules, understand them and consent to any and all provisions stipulated therein. The Organizer shall retain the right to fully amend and/or supplement the Rules, as well as to terminate, interrupt, reduce or extend the duration of the Contest.

The Rules, as well as any amendments and supplements thereto shall be published in bio part of Instagram accounts @lilly_drogerie i @oral.srbija.

By participating in the Contest, Participants shall accept any and all terms specified therein and shall release the Organizer from liability of any kind pertaining to the Contest.

This Contest shall be carried out on Instagram platform, while the Contest itself is in no manner supported, initiated, designed or organized by the Facebook Instagram Company, therefore in that respect Participants may in no manner whatsoever gain any rights or make any claims pertaining to the mentioned Company and its affiliated companies and organizations, since the Company is unrelated to organizing or execution of the Contest.

In that respect, all potential Participants are advised to become acquainted in advance and in detail with all the rules of Facebook Instagram where they have accounts, and in particular the rules pertaining to their personal information or, that is to say, the manner of use and availability thereof.

Član 2 – Pravo učešća

Konkurs je otvoren samo za fizička lica starija od 18 godina, vlasnike važećih Instagram naloga, sa prebivalištem u Srbiji, bez Kosova i Metohije (u daljem tekstu: „Učesnici“), koja u potpunosti ispunjavaju sve ovde navedene uslove za učešće.

Zaposleni kod Organizatora/Korisnika, kao i osobe koje direktno ili indirektno učestvuju u organizovanju ili sprovođenju Konkursa, uključujući članove njihove uže porodice (supružnici, deca i roditelji) ne mogu učestvovati na Konkursu.

Član 3 – Trajanje i mehanizam konkursa

Konkurs će biti organizovan i sproveden online, na Instagram društvenoj mreži u periodu od **01.08.2021 u 00.00 do 31.08.2021. u 23.59** i namenjen je korisnicima ove mreže koji poseduju lične aktivne instagram profile.

Radi učešća Učesnik treba da u toku trajanja konkursa:

- **kupi dečiju Oral B električnu četkicu ili nastavak za dečiju Oral B četkicu u bilo kojoj Lilly drogeriji na teritoriji Republike Srbije i sačuva do kraja konkursa fiskalni račun o tome (prikaz fiskalnog računa biće diskvalifikacioni uslov za ostvarivanje prava na nagradu)**
- **zaprati @lilly_drogerie i @oral.srbija na Instagramu i u komentaru ispod posta o konkursu, na https://www.instagram.com/lilly_drogerie napiše što duhovitiji odgovor na temu konkursa – „Koje izgovore koriste vaši mališani kada treba da ustanu za školu ili vrtić? „**

Član 4.- Uslovi učešća

Preduslovi za validno učešće u konkursu

Da bi prijavljivanje bilo validno potrebno je da budu kumulativno ispunjeni sledeći uslovi:

(1) svaki Učesnik mora imati pravo na učestvovanje u skladu sa svim uslovima ovih Pravila;

Article 2 – Eligibility

The Contest is open only to natural persons older than the age of 18, owners of valid Instagram accounts, residing in Serbia excluding Kosovo and Metohija (hereinafter: „Participants“), who entirely meet all the participation requirements specified herein.

Employees of the Organizer/Beneficiary, as well as persons directly or indirectly participating in the organizing or conducting the Contest, including their close family members (spouses, children and parents) may not participate in the Contest.

Article 3 – Contest duration and mechanism

The Contest shall be organized and carried out online on Instagram as of **August 1, 2021 starting from 00.00 and shall last until August 31, 2021 till 23.59**, and shall be intended for users of this social network who have open active personal Instagram accounts.

In order to participate Participants shall during the Contest:

- **buy kids Oral B toothbrush or kids Oral B toothbrush extension in any Lilly drugstore in the territory of the Republic of Serbia and keep the fiscal invoice until the end of the Contest (presentation of the fiscal invoice will be a disqualification condition for exercise right on the prize).**
- **follow @lilly_drogerie i @oral.srbija on Instagram and below the Contest post on https://www.instagram.com/lilly_drogerie/ write in the comment and answer to topic on funny way - “Which excuses do your kids when they should get up for school or kindergarten?”**

Article 4 – Terms and conditions of participation

Preconditions for valid participation in the Contest

In order for submission to be deemed valid, the following conditions shall be cumulatively met:

(2) postavljanje komentara kao i kupovina proizvoda mora biti izvršeno isključivo u toku trajanja konkursa (komentari koji su postavljeni pre ili kasnije neće biti uzeti u obzir);

(3) jedan komentar može biti postavljen samo jednom tokom konkursa od strane jednog Učesnika, a svaki Učesnik ima pravo da postavi neograničen broj komentara ;

(4) posedovanje originalnog fiskalnog računa u cilju dokazivanje kupovine dečijih Oral B proizvoda u Lilly drogerijama u toku trajanja konkursa je neophodno.

Član 5. Utvrđivanje najuspešnijih Učesnika i dodela i realizacija nagrade

Žiri koji će biti imenovan od strane Organizatora izabraće najduhovitije komentare koji odgovaraju temi konkursa i Učesnici koji su postavili te komentare, ukoliko ispunjavaju sve uslove osvajaju neku od sledećih nagrade:

- Laptop Dell Inspiron 14 x 1**
- Smartić sati Alcatel MT40 x 3**
- Oral-B dečiji poklon paket x 10**

Jedan Učesnik može osvojiti samo jednu nagradu. Nagradu nije moguće zameniti za drugu nagradu ili za novac.

Imena četrnaest najuspešnijih Učesnika će biti objavljena u roku od najviše 5 (pet) kalendarskih dana od dana utvrđivanja validnosti putem storija na Instagram stranicama @lilly_drogerie i @oral.srbija .

Nakon objave storija sa imenima dobitnika, gde će biti tagovani profili potencijalno najuspešnijih učesnika, potrebno je da se isti u roku od pet dana jave putem DM poruka (direct messages) @oral.srbija, radi provere ispunjenosti svih uslova za učešće i realizacije nagrada.

(1) each Participant shall be eligible to take part in accordance with all the requirements set forth herein;

(2) comment posting as well as product purchase shall be carried out solely during the course of the Contest (comment posted before or after the Contest shall not be taken into consideration);

(3) one comment may be submitted by one Participant only once during the course of the Contest, whereas each Participant shall have the right to post an unlimited number of comments

(4) possession of the original fiscal invoice in order to prove the purchase of kids Oral B products in Lilly drugstores during the Contest is necessary.

Article 5. Selecting the most successful Participant and awarding and realization of the prize

A jury appointed by the Organizer shall select the funniest comments that respond to the Contest topic and Participants who post those comments if they fulfilled all conditions shall be awarded whit one of the following prizes:

- Laptop Dell Inspiron 14 x 1**
- Smartić watch Alcatel MT40 x 3**
- Oral-B kids gift box x 10**

One Participant may win only one prize. The prize can't be exchanged for another prize or money.

The names of fourteen most successful Participants shall be announced within no more than 5 (five) calendar days as of the day when validity has been determined, try story on Instagram profiles @lilly_drogerie i @oral.srbija.

After the announcing the story with the names of the winners (tagging potentially most successful profiles) , it is necessary for them to respond via DM messages @oral.srbija within five days, for checking all conditions for participating and in order to realize the prizes.

Prizes shall be available for takeover upon to agreement whit winner in accordance whit possibility of organizer

Nagrade će biti dostupne za preuzimanje u skladu sa dogovorom sa dobitnikom a prema mogućnostima dostave od strane organizatora. Ukoliko se potencijalni dobitnik nagrade ne odazove na obaveštenje (objavni stori) u roku od pet dana od dana obaveštenja da je osvojio nagradu, ili se utvrdi da nije ispunio sve uslove iz konkursa, nagrade ostaju organizatoru.

Svaka greška i/ili propust prilikom dostave informacija koje se tiču preuzimanja, od strane Učesnika, neće proizvoditi bilo kakvu odgovornost Organizatora, tačnost kontakt podataka primljenih od Učesnika su isključivo njihova odgovornost.

Danom preuzimanja nagrade odnosno ne preuzimanjem nagrade iz bilo kog razloga u ostavljenom roku, prestaju sve dalje obaveze Organizatora prema dobitniku nagrade.

Bilo kakve pritužbe na nagradu nakon dostave dokaza o uručenju iste neće biti razmatrane od strane Organizatora i on neće imati bilo kakvih odgovornosti po tom pitanju.

Organizator ne odgovara za kvalitet i saobraznost proizvoda - nagrada s obzirom da isti poseduju garanciju u skladu sa zakonom.

Pripadajuće poreze na dohodak vezano za dodeljene nagrade u slučaju postojanja zakonske obaveze snosi Organizator, dok eventualne ostale poreze snosi dobitnik. Za navedene potrebe biće neophodno da dobitnici dostave kopije svojih ličnih karti, radi prijave poreza. Nedostavljanje kopije lične karte dovodi do gubitka prava na nagradu.

Član 6. - Ograničenje odgovornosti i autorstvo

Organizator i Korisnik imaju pravo da preduzmu sve potrebne mere u slučaju bilo kakvog pokušaja prevare sistema, zloupotrebe ili bilo kojih drugih pokušaja koji mogu uticati na imidž ovog konkursa, i/ili Organizatora ili Korisnika.

Organizatori konkursa nemaju odgovornost i ne smeju bez zakonskog osnova biti uključeni u bilo koju parnicu ili proces i potencijalno dodatne troškove, od strane Učesnika ili trećih

In the event a potential prizewinner fails to respond to the announcement (announcing story) within five days as of the day when their prize was announced, or in the event it is determined that they failed to meet all the Contest requirements the prizes shall be retained by the Organizer.

Any error and/or omission in disclosing information pertaining to takeover of the prize by the Participant shall not generate any liability of the Organizer; accuracy of contact information received from Participants shall be their sole responsibility.

Any further obligations of the Organizer towards the prizewinner shall cease on the day when the prize is received or failed to be received for any reason whatsoever within the deadline stipulated.

Any kind of complaints to the prize lodged after submitting proof it has been delivered, shall not be considered by the Organizer who shall have no responsibilities whatsoever pertaining to that issue.

The Organizer shall not be responsible for quality and conformity of the product-prizes, since it has a guarantee in compliance with law Pertinent income taxes related to the prizes awarded shall be borne by the Organizer in case there is such a legal obligation, whereas any other possible taxes shall be borne by the winner. The winners shall provide copies of their identity cards for such tax purposes.

Failure to provide a copy of the ID card will result in the loss of the right to the prize.

Article 6 - Limitation of liability and copyright

The Organizer and Beneficiary shall have a right to undertake any measure necessary in the instance of any attempt to commit fraud, abuse or any other attempts that may have an impact on the image of this Contest and/or the Organizer's or Beneficiary's t's public image.

The Contest Organizers shall not be liable and must not, without legal grounds, be involved in any litigation or proceeding and potential additional costs by Participants or third parties. Comments posted within this Contest shall not be treated as copyrighted work, as Participants submit them on the public social network

lica. Postavljeni komentari neće u okviru ovog konkursa biti tretirana kao autorska dela, Učesnici ih on line na javnu društvenu mrežu postavljaju svojevolutno, besplatno i bez zahteva za bilo kakve naknade.

Organizator ne snosi odgovornost za:

- (1) neuspešno prijavljivanje;
- (2) greške u podacima, prijemu podataka dostavljenih od strane Učesnika, budući da je to isključiva odgovornost Učesnika;
- 3) nemogućnost dobitnika da preuzme nagradu, niti za kašnjenja u isporuci nagrada, koja su uslovljena kašnjenjem od strane dobavljača nagrada u obavljanju njihovih usluga;
- (4) žalbe na osvojenu nagradu ili način realizacije nagrade nakon potpisivanja dokaza o primopredaji;
- (5) bilo koje tehničke propuste ili nepravilnosti uzrokovane kod operatera interneta ili Instagramu ili na mreži uopšte;

Član 7- Saglasnost Učesnika za prikupljanje odnosno obradu njegovih ličnih podataka

Učesnici izjavljuju da se slažu sa odredbama ovih Pravila i daju svoj pristanak da se njihovi lični podaci koje su samostalno postavili i prezentovali javno, po potrebi uključe u bazu podataka Organizatora ukoliko ista bude formirana, kao i da se nadalje koriste bez ograničenja ili svrhe ovog Konkursa, a u skladu sa zakonom.

Dobitnici nagrada pristaju da se svi njihovi dostavljeni podaci (ime i prezime, adresa, telefon) bez ograničenja ili dodatnih odobrenja, koriste u skladu sa zakonom.

Organizator i Korisnik neće otkrivati lične podatke Učesnika neovlašćenim licima. Svi podaci vezani za primedbe Učesnika će biti korišćeni isključivo u svrhu uspešne realizacije konkursa i neće se koristiti u druge svrhe.

Učestvovanjem u Konkursu Učesnici, uzevši u obzir da svoje lične podatke dostavljaju i unose svojevolutno i samostalno, pristaju da Organizator prikuplja i obrađuje dostavljene podatke o ličnosti u skladu sa Zakonom o zaštiti podataka o ličnosti, te potvrđuju da su u poznati

willingly and for free and without any claim for any compensation whatsoever.

The Organizer shall be held harmless against the following:

- (1) unsuccessful registration;
- (2) erroneous data or erroneous reception of data submitted by Participants since this constitutes a sole liability of Participants;
- (3) the winner's inability to take over the prize, or delays in delivery of prizes dependent on delays by suppliers of prizes in terms of delivery of their services;
- (4) complaints on the prize awarded or on the manner of realization of the prize after signing proof of takeover of the prize;
- (5) any technical failures or irregularities caused with Internet providers or Instagram or online in general;

Article 7 - Consent of Participants to personal data collection or processing

Participants hereby state that they agree with the provisions of these Rules and give their consent to enter their data independently posted and personally submitted and presented publicly in the Organizer's database if it is created, as well as to be further used without limitation or the purpose of this Contest and in accordance with law.

Prizewinners agree to have all of their submitted data (first and last name, address, phone number) used in accordance with law, published entirely or in part. The Organizer shall not disclose Participants' personal data to unauthorized persons. Any data relating to complaints of Participants shall be used exclusively for the purpose of successful execution of the contest and shall not be used for other purposes.

By entering the contest, and considering that their personal data is submitted and entered willingly and independently, Participants hereby agree that the Organizer may collect and process the personal data disclosed in compliance with the Law on Protection of Personal Data, and they hereby confirm that they are familiar with the

sa svrhom korišćenja njihovih ličnih podataka i postupanja sa istim.

Dobitnik koji je dao punovažan pristanak na obradu podataka može opozvati taj pristanak u svakom trenutku, pismeno ili usmeno na zapisnik kod Organizatora.

Takođe, saglasnost Učesnik može u bilo kom trenutku povući slanjem zahteva na e-mail adresu ili adresu sedišta Organizatora. Organizator koristi i obrađuje lične podatke isključivo dostavljene od strane Učesnika, te je isključivo Učesnik odgovoran za tačnost i ispravnost datih podataka.

Član 8 - Prekid/ zastoj konkursa. Viša sila

Konkurs može prestati pre propisanog roka u slučaju događaja više sile, vanrednog stanja uključujući i slučaj nemogućnosti Organizatora da realizuje takmičenja 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 ovih Pravila, nezavisno od njegove volje. Konkurs se može prekinuti pre roka ili može biti zaustavljen na osnovu slobodne odluke Organizatora, pod uslovom da su takve promene objavljene u skladu sa odredbama ovih Pravila.

Član 9 - Sporovi

Potencijalni sporovi koji se dogode između Organizatora i Učesnika o bilo kom pitanju rešavaće se sporazumno, a u slučaju da mirno rešenje ne bude bilo moguće, spor će biti rešavan od strane nadležnog suda u Beogradu.

Član 10- Ostale odredbe

Odluke organizatora u vezi sa konkursom su konačne i obavezujuće za sve Učesnike.

Organizator ima pravo da preduzme sve potrebne mere u slučaju bilo kakve zloupotrebe ili bilo kog drugog pokušaja koji mogu uticati na imidž ili troškove organizacije i sprovođenje konkursa.

Pravila stupaju na snagu danom donošenja, a primenjuju se počev od dana objavljivanja.

purpose of use of their personal data and treatment thereof.

Winner who has given valid consent to data processing may withdraw such consent at any time, either in writing or verbally on record with the Organizer.

Moreover, consent may be withdrawn at any time by forwarding a request by email or to the address at the Organizer's headquarters. The Organizer shall use and process personal data disclosed solely by Participants, therefore Participants are exclusively responsible for accuracy and correctness of the data given.

Article 8 - Termination of/interruption in the Contest. Force Majeure

The contest may terminate 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 these Rules, independently from its will. The contest may be terminated prematurely or it may be ended at the Organizer's will provided such changes have been announced in accordance with the provisions stipulated herein.

Article 9 - Disputes

Potential disputes arising between the Organizer and Participants on any matter whatsoever shall be settled amicably, and in the event amicable resolution is impossible the dispute shall be settled by the competent court in Belgrade.

Article 10 - Other provisions

Decisions of the Organizer pertaining to the Contest shall be final and binding to all Participants.

The Organizer shall have a right to undertake any measure necessary in the event of any fraud, abuse or any other attempt that may have an effect on the public image or costs of organizing and carrying out the Contest. These Rules shall come into force on the day of adopting thereof,

Mediacom d.o.o.Beograd

U Beogradu, 01.08.2021.

and shall be implemented as of the day of their publishing.

Mediacom d.o.o. Beograd ,

In Belgrade, August 1 2021