

## **PRIVACY POLICY, TERMS & CONDITIONS OF THE PROMOTIONAL CAMPAIGN "PAINTING WITH US IS A RIDE!"**

### **1) ORGANIZER**

Advertising agency McCoy & Partner spol. s r.o., with registered office at Dittrichova 346/4, Nové Město, 120 00 Prague 2, ID No.: 25187767, registered in the Commercial Register kept by the Municipal Court in Prague under file number C 81964 (hereinafter referred to as the "organizer").

### **2) SPONSOR**

PPG Deco Czech a.s., with registered office at Břasy No. 223, 338 24 Břasy, ID No.: 26052555, registered in the Commercial Register kept by the Regional Court in Pilsen, Section B, Insert 1101 (hereinafter referred to as the "sponsor").

### **3) CAMPAIGN NAME**

"PAINTING WITH US IS A RIDE!" (hereinafter referred to as the "campaign").

### **4) DURATION**

From April 28, 2025 to September 28, 2025, a total of 154 calendar days. The competition is divided into two stages: the first from April 28 to July 13, 2025, and the second from July 14 to September 28, 2025.

### **5) VENUE**

The campaign takes place in all brick-and-mortar stores in the Czech Republic where PRIMALEX products are sold (hereinafter "store/venues"), on the website [www.primalexsoutez.cz](http://www.primalexsoutez.cz), and in the mobile application Primalex soutěž, available on Google Play and the App Store. A t-shirt for purchasing promotional products can be obtained exclusively in the Dům barev store network (while stocks last in each store).

### **6) CONDITIONS OF PARTICIPATION**

a) A participant can only be a natural person with permanent residence in the Czech Republic aged 18 or over who works as a professional painter (self-employed painter, painting company, or employee of a company).

b) To avoid doubts for companies, the competitor may be either the natural person who is the owner of the company or a company employee, provided the owners consent to their employee's participation.

c) Persons in an employment or similar relationship with the organizer, sponsor, or companies involved in the campaign, as well as persons close to them under the Civil Code, cannot participate.

## **7) ENTRY INTO THE CAMPAIGN**

a) A participant becomes eligible by purchasing promotional products totaling at least 150 kg/l, including Primalex Standard, Primalex Polar, Primalex Plus, Primalex Inspiro, Primalex Classic+, Primalex Extra Matt, Primalex Essence, Primalex Fortec, Primalex Ceramic, Primalex Bacteria Resist, Primalex UV Latex, Primalex Mykostop, Primalex Izoprim, Primalex Plastik, Primalex Textura, and Primalex Projekt in a single purchase during the campaign period, and by completing the following on the website or app:

- i) Provide contact details (name, surname, address, email, phone number, and company/self-employed ID).
- ii) Upload a scan or photo of the receipt proving purchase during the campaign period.
- iii) Ensure the receipt is legible and shows the product, date, and store. Illegible or incomplete receipts will be disqualified.

b) Participants may choose any pack sizes; the total must meet the 150 kg/l minimum.

c) Different types of eligible Primalex paints may be combined in one registration.

d) Participants must retain their receipt(s) for verification.

e) Each participant may enter multiple times with new purchases (1 entry per receipt of  $\geq 150$  kg/l).

## **8) PRIZES AND DETERMINATION OF WINNERS**

a) Material prizes are provided by the sponsor.

b) Immediate prize:

- i) For each purchase in the Dům barev network, the participant receives a free t-shirt (while stocks last).
- ii) T-shirt prize does not require registration on the website/app.

c) Stage 1 (April 28 – July 13, 2025): Two winners per week from valid registrations receive a weekend stay at Moto GP Brno (July 18–20, 2025). Total of 22 winners. Prize includes:

- i) Moto GP Brno ticket.
- ii) Camping accommodation (Friday to Sunday).

d) Stage 2 (July 14 – September 28, 2025): Two winners per week from valid registrations receive an Orlen fuel card worth CZK 2,800. Total of 22 winners.

e) Grand prize draw by October 15, 2025: One winner receives a van rental with company advertising for one year, including service, tire changes, assistance services, and a replacement vehicle if needed. Winner pays tolls and fuel.

f) Winners will be informed via phone or email within one week of each draw.

- g) Grand prize requires a valid driving license and signing a usage agreement.
- h) Unsuccessful participants will not be notified.
- i) Winners may be asked to participate in publicity; by accepting, they consent to use of their name, photo, and recordings.
- j) Winners' names and cities may be published on the website and app.
- k) Participation implies consent to publication.

## **9) PERSONAL DATA PROTECTION**

- a) By participating, participants acknowledge that McCoy & Partner spol. s r.o. is the data controller authorized to process personal data (name, address, ID, email, phone) for campaign purposes under GDPR Article 6(1)(b).
- b) Optional marketing consent: If ticked, data may be processed for marketing for five years under Act No. 480/2004 Coll.
- c) Data may be processed by third parties contracted by the organizer.
- d) Participants have rights to access, rectify, erase, restrict processing, object, data portability, withdraw consent, and complain to the Office for Personal Data Protection.

## **10) MISCELLANEOUS**

- a) Organizer is not liable for any obligations beyond those listed.
- b) Organizer reserves the right to decide on prize eligibility; non-compliant participants are disqualified.
- c) Proven violations allow the organizer to store participant data for one year post-campaign and exclude them from future campaigns under GDPR Article 6(1)(f).
- d) Prizes are not redeemable for cash or other equivalents.
- e) Prize depictions may differ from reality.
- f) Organizer may enforce conditions and exclude violators without compensation.
- g) Inquiries: [primalex@mccoy-partner.com](mailto:primalex@mccoy-partner.com)
- h) Organizer is not responsible for abbreviated versions of these conditions.

i) Full rules on website and app are final; participation implies agreement.

j) Changes to terms will be published on the website and app.

k) Website and app may use cookies for technical operation; management via browser settings.

l) See PPG Company's personal data protection statement for Europe.

In Prague on April 27, 2025

Contact: [primalex@mccoy-partner.com](mailto:primalex@mccoy-partner.com)

Website: [www.primalexsoutez.cz](http://www.primalexsoutez.cz)

PPG personal data protection statement: [corporate.ppg.com/.../PROHLASENI-SPOLECNOSTI-PPG-O-OCHRANE-OSOBNICH-UDAJ.aspx](http://corporate.ppg.com/.../PROHLASENI-SPOLECNOSTI-PPG-O-OCHRANE-OSOBNICH-UDAJ.aspx)