

## KIDDY TATTOO 2023 Contest Rules

1. UAB "Daisena", company code 134809846, address Sandraugos g. 23, LT-52102, Kaunas, Lithuania, (hereinafter referred to as the Organizer) organizes the game "KIDDY tattoo 2023 contest" (hereinafter referred to as the Game).
2. Participants can register for the Game online at [www.contestkiddy.com](http://www.contestkiddy.com) until 23 June 2023. You may enter the Game by uploading a drawing, sketch, hand-drawn drawing or computer program of your own creation ("Visual") to the designated area of the Game in accordance with the Game Rules.
3. When registering for the Game, the participant must provide the personal data (name, email, country, etc.) provided in the registration form, as it is necessary for the organisation and execution of the Game, the announcement of the results of the Game and the announcement of the winners. Failure to provide the specified personal data will result in the Participant not being identified by the Organiser and not being able to participate in the Game for the purpose of competing for the prize of the Game.
4. There is no age limit for participants. A minor participating in the Game must inform his/her parents (adoptive parents, guardians) of his/her participation in the Game and inform them of the Rules of the Game and obtain their consent to participate in the Game.
5. All participants are divided into 5 different groups: under 10 years old, 11-15 years old, 16-20 years old, 21+ years old, professional graphic designers. All entrants' Visuals will be reviewed by the Game Organiser's jury and only eligible Visuals will be uploaded to [www.contestkiddy.com](http://www.contestkiddy.com) where they can be voted on and viewed by other website visitors.
6. The file submitted by the Entrant must contain a Visual drawn/created by the Entrant that corresponds to the theme of the Competition (listed in point 8) visual may be photographed, scanned or submitted as an e-drawing.
7. The drawing must meet the following requirements:
  - a. Visual - originally created by the Game participant;
  - b. visuals on the theme of the environment, a green planet;
  - c. the visual must be created with the idea that it will become a tattoo.
  - d. the visual must be in .jpg, .png, .pdf format.
8. By submitting the requested personal data, the Participant confirms that he/she is informed and agrees that his/her personal data (name, email address, drawing) will be processed by the Organiser as the data controller for the purpose of organising and conducting the Game during the Game. Furthermore, the Participant acknowledges that the data related to the Participant's registration in the Game (such as name, country) may be made publicly available on the [www.contestkiddy.com](http://www.contestkiddy.com) website in a special sub-menu of the Game and on the social network profiles of KIDDY. The data provided at the time of registration will be kept for the duration of the Game and for 1 year after the date of announcement of all Game prize winners. Personalised information such as name/ wet name and country may be used and stored indefinitely. The information of the main winners of the Game will be published and stored under a separate agreement. The Participant grants the Organiser the right not to mention the name of the author of the photo when publishing the photo.
9. By uploading a Visual, the Entrant agrees that the Visual submitted by him/her may be used and his/her idea may be used in the creation of the KIDDY tattoo collection and for the purposes of the Competition communication: in KIDDY's social media communication or other ATL or BTL communication. In addition, the Participant acknowledges that the Visual may be published on the [www.contestkiddy.com](http://www.contestkiddy.com) website in a special sub-page for the Game

- and on KIDDY's social networking accounts, together with any other uploaded Visual, and may be used in KIDDY's communications and for promotional purposes in any form.
10. By uploading a Visual, the entrant confirms that the file contains a Visual created by him/her, and the Visual becomes the property of the Game Organiser upon entering the Competition. If third parties have contributed to the creation of the Visual contained in the file, the Game Participant confirms that all third parties are aware and will not make any further claims regarding copyright. In the event that any third parties make claims against the Organiser in relation to the use of the Visual, the Participant undertakes to bear such claims in place of the Organiser and to indemnify the Organiser for any damages suffered by the Organiser as a result thereof in the cases prescribed by law.
  11. All winners of the Game will have their visuals or ideas used in the creation of the KIDDY tattoo collection 2023, all other visuals or ideas participating in the Game also grant the Organiser the right to use them in the tattoo design process and in KIDDY's social media communications or other ATL or BTL communications. If the Participant does not agree to the use of his/her Visual, he/she must inform the Organizer in writing or by email, thereby terminating his/her participation in the Competition.
  12. The deadline for uploading, voting and sharing information about the vote is 23 June 2023.
  13. You can vote for a Visual in the competition by clicking on the voting button. The number of votes is limited. One vote per IP address is allowed.
  14. We will award as many as 5 winners from each group:
    - a. 5 authors will win an APPLE iPad 10th Gen, value per unit 599€ -
    - b. 5 authors' communication on the product packaging, authors' names or nicknames will also be communicated in Game communication, KIDDY social networks, ATL and BTL channels;
    - c. The 10 winners with the most votes from each of the groups listed in point 5 will each receive a box of KIDDY products worth €53.60.
      - 079-05015 Shock. Egg KIDDY TATTOO, 20g - 24pcs.
      - 650-07000 Shock. KIDDY PEANUT CARAMEL bar, 40g - 6pcs.
      - 120-00700 Cocoa drink KIDDY bag, 150g - 1pc.
      - 130-00700 Cocoa hazelnut cream Kiddy Duo, 350 g. - 1 pc.
      - 107-00010 Trask. Dry oatmeal KIDDY with sesame seeds, 190g - 1pc.
      - 107-00020 Crispy oatmeal KIDDY with sesame seeds and milk shock 210g
      - 650-00710 KIDDY PEANUT CARAMEL, 1kg - 1pc.
    - d. 1 of the winning graphic designers will have the opportunity to contract with the Game Organiser to design the packaging of selected KIDDY products (such as festive sweet sets, etc.).
  15. The winners will be selected on 3 July. Only one prize or prize package can be won per participant. The prize winners are selected as follows:
    - a. 5 winners from each participating group will be selected by a jury appointed by the Game Organizer, taking into account whether they meet the requirements of Clause 7 and the visual style of the KIDDY brand;
    - b. The 10 KIDDY product winners will be selected by the 2 highest vote-getters from each of the participating groups (listed in point 5).
    - c. The winner of the graphic design team selected by the Game Organiser's jury will be awarded the opportunity to contract the Game Organiser to design the packaging for selected KIDDY products (such as festive sweets sets, cocoa, candy bar etc.).
  16. Game prizes are not redeemable for cash equivalent or other items.

17. The Organiser will contact the winners of the Game personally and agree on the terms and conditions for claiming the prize.
18. Participants who have won the Game and who wish to have their Game Prize delivered will be required to provide their address to the Organiser for the purposes of delivery of the Game Prize. In the event that the Participant does not agree to provide his/her address, he/she will be required to collect the prize from the Organiser at the Organiser's address.
19. If the prize winner does not respond or react to the information received about the conditions for claiming the prize within 10 working days after the prize has been announced, the winner will forfeit the right to the prize and the prize will remain the property of the Game Organiser.
20. By participating in the Game, all participants agree that, in the event of winning, their names will be published on [www.contestkiddy.com](http://www.contestkiddy.com) and KIDDY's social media profiles and in all cases referred to in clause 9.
21. Participants have until 23 June 2023 to lodge complaints about the conduct of the Game. Complaints can be submitted to the Organiser in writing at Sandraugos g. 23, LT-52119 Kaunas and by email to [contestkiddy@daisena.lt](mailto:contestkiddy@daisena.lt) .
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23. The Organiser is not responsible for any interruptions to internet connections. In the event of technical problems that hinder the conduct of the Game, the Organiser shall use its best endeavours to resolve them as soon as possible.
24. The Organiser reserves the right to change the rules of the Game during the course of the Game. In the event of any inconsistency in the rules of the Game as published in print publications, other information or online sites, the rules of the Game as published on [www.contestkiddy.com](http://www.contestkiddy.com) shall prevail and apply.
25. The Organiser shall have the right to unilaterally terminate the Game for breaches due to force majeure by immediately notifying the website [www.contestkiddy.com](http://www.contestkiddy.com)
26. Additional and detailed information about the Game can be found at [contestkiddy@daisena.lt](mailto:contestkiddy@daisena.lt) or by private messages on KIDDY Lietuva Facebook and Instagram accounts