

RULES

for the Contest *PIK-NIK quatrain*

1. The contest run is called *Pik-Nik quatrain* (hereinafter referred to as the “Contest”).
2. This Contest is organised by the limited liability company ŽEMAITIJOS PIENAS, legal entity code 180240752, registered office address Sedos Str. 35, LT 87101 Telšiai, Lithuania (hereinafter referred to as the “Organiser”).
3. The procedure for the Contest shall be established by the Organiser in accordance with these Contest rules (hereinafter referred to as the “Rules”). These Rules must be followed by all participants of the Contest. Contest information and these Rules are published on the website (<https://pik-nik.eu/>).
4. The Contest shall take place from 8 March 2024 (the first day of the Contest) to 31 March 2024 (the last day of the Contest).
5. Those who wish to participate in the Contest must do the following:
 - 5.1. To compose a poem about Pik-Nik peelable cheese sticks. The poem should consist of 4 lines. The text of the poem should mention Pik-Nik brand, the key values of this product, uniqueness, also the poem must be fun and easy to memorise. The poem must be written in the English language. It can't have been previously published anywhere else or sent to any other contests.
 - 5.2. To complete a registration form and upload the composed poem on the website (<https://pik-nik.eu/>).
6. Registration on the website (<https://pik-nik.eu/>) is free of charge. The registration form must contain the required data because a valid registration shall be considered only if the completed form contains the following:
 - 6.1. Participant's name;
 - 6.2. Participant's telephone number;
 - 6.3. The composed poem is uploaded;
 - 6.4. E-mail address (optional);
7. By submitting (registering) his/her data for participation in the Contest in accordance with the requirements of these Rules, the participant shall bear full responsibility for providing correct data, accurate information, and shall also be responsible for any errors made in entering the information. The Organiser shall reserve the right to refuse or disqualify from the Contest any person in case there are grounds for suspecting a person to be in breach of laws or the Rules of this Contest.
8. One participant may enter the Contest for an unlimited number of times as long as he/she composes a new quatrain. A single poem as a piece of writing can be registered only once.
9. By submitting the poem to the Organiser, the Participant shall transfer, free of charge, all the property rights to the composed poem (piece of writing) to the Organiser, to the maximum extent and content provided for in the legislation of the Republic of Lithuania. The authors' acceptance

of these terms and conditions shall be considered as submission of the poems to the Contest. The transfer of personal property rights shall not be limited by the territory of the Republic of Lithuania. The Organiser shall be entitled, without any additional consent of the Participant, at its sole discretion, to exercise freely (in terms of time and space) and without any additional remuneration all acquired copyrights, including but not limited to, the right to publish poems, make them available, use them for marketing purposes, etc. The Participant shall be fully liable for the breach of intellectual property rights of any third parties when submitting the poem as well as for any damages resulting from such a breach.

10. The winner of the Contest will be determined in accordance with the procedure set out in these Rules, and the poem will be published on the website (<https://pik-nik.eu/>).
11. The poems submitted to the Organiser will be evaluated by a jury unilaterally formed by the Organiser (the composition of the jury shall be determined by the Organiser). When judging poems, the jury shall take into account the understanding of the topic, artistry, the richness and correctness of the language, compliance with these Rules of the Contest. In case the poem is found to be non-compliant with the Contest provisions or copied, it will not be evaluated. The poem selected by the jury will be announced as the winner and will be awarded the prizes established by the Organiser.
12. The Winner of the Contest shall win the entire prize fund items. Prize fund items include the following:
 - 12.1. Box of Pik-Nik KIDS TWILLER fresh peelable cheese sticks, 40 % fat in dry matter, pre-packaged, 80 g (14 pieces per box).
 - 12.2. Box of Pik-Nik CLASSIC fresh peelable cheese sticks, 40 % fat in dry matter, pre-packaged, 160 g (10 pieces per package).
 - 12.3. 1 pc. of Pik-Nik lunch box.
13. The right to the Prize cannot be transferred to any third parties. None of the prizes awarded may be substituted for any other prize, the value of the prize cannot be paid in cash.
14. The winner of the Contest shall be contacted via contact details provided in the registration form.
15. The winner shall be delivered with prizes at the Organiser's expense (the Organiser shall only pay delivery costs within the territory of Lithuania when doing a single delivery, i.e. only the costs for a single delivery/delivery attempt shall be paid) by courier services or following any other procedure established by the Organiser. When receiving the prize, the winner or his/her duly authorised person must present a personal identification document (passport, ID card or driving licence, and if the prize is collected by an authorised representative, to provide a power of attorney approved in accordance with the procedure laid down by legal acts). In cases where a participant is a minor, it shall be taken into account whether the minor's participation in the Contest has been approved by a parent or a guardian.
16. If it is impossible to deliver the Prizes to the Winner or he/she fails to collect them by 4 p.m. of 10 April 2024, the Prizes shall become the property of the Organiser without any compensation. The Organiser shall not be liable in case the prizes are not delivered due to the winner's mistakes in failing to provide correct delivery address or if the winner is not found at the delivery address or due to other reasons, except where it is due to the Organiser's fault.

17. The Organiser shall not be liable for any damages that the prize winner may have suffered as a result of using the prize. The Organiser shall not be liable for the failure by the Contestants to comply with these Rules.
18. By completing the online registration form, the Participant confirms that he/she has read and accepted the Contest Rules, and also acknowledges being aware of the information they have provided for the Contest Organiser to review and process. Participants' personal information is processed for administrative purposes of the game, including identification and notification of winners, and awarding of the prize.
19. The following personal data to be collected from the participants during the Contest: name, surname, telephone number, e-mail address (optional).
20. Information and personal data provided by the Contestants shall be collected, processed and stored in accordance with the requirements of the laws on legal protection of personal data of the Republic of Lithuania and European Union as well as the requirements of other legal acts governing legal protection of personal data.
21. By submitting the registration or registering for the Contest, the Participant shall agree that their personal data shall be processed and stored throughout the duration of the Contest and 1 month after the expiry of the deadline for submission of Contest related claims. All personal data shall be destructed upon the expiry of the retention period.
22. All participants are provided with the following information in these Rules:
 - 22.1. The data you provided shall be processed by the limited liability company ŽEMAITIJOS PIENAS, company code 180240752, address: Sedos Str. 35, Telšiai, Lithuania (hereinafter referred to as the "Processor"), in accordance with the requirements set out in laws on the legal protection of personal data of the Republic of Lithuania and of the European Union, as well as other legal acts governing the processing and protection of such data (hereinafter referred to as the "Personal Data Protection Legislation"), and it shall never be disclosed to any third parties, except when it is required to do so by the laws of the Republic of Lithuania and/or European Union.
 - 22.2. Your personal data (name, telephone number, e-mail address, prize delivery address – in case of winning a prize) are to be provided on a voluntarily basis and may be used only for the purposes of the Contest organisation. Your name and the poem will be published on the website (<https://pik-nik.eu/>) on the dates set out in the Rules if you are selected as the Contest winner.
 - 22.3. You are entitled to the following: know (be informed) about the processing of your personal data; be informed of what sources personal data have been collected from and what personal data have been collected, the purpose of processing, what recipients are being provided and have been provided with data throughout data processing period; demand the rectification, erasure of your personal data or suspension of your personal data processing activities where data processing is not in compliance with the Personal Data Protection Legislation; refuse, at any time, to participate in the Contest, and other rights specified in the Personal Data Protection Legislation.
 - 22.4. Information about personal data shall be provided by the Contest Organiser. When applying for accessing information on personal data, a written request must be submitted to

the Organiser in person (by arriving at the Organiser's office and presenting a personal identification document) or by sending an e-mail to the Organiser *reklama@zpienas.lt* (the application must be signed with an electronic qualified signature; the application may remain unsigned if the Contestant is applying using the same e-mail address he/she provided in the registration form of the Contest). If in any doubt as to the identity of the Contestant, the Organiser shall have the right to request the participant to provide additional information to confirm the identity.

23. The Contestant may contact the Organiser with a request to delete his/her registration details for the Contest. When applying for erasure of personal data, a request must be submitted to the Organiser in accordance with the procedure set out in c. 23 of the Rules (see above). The Personal Data Processor shall undertake to delete the Contestant's personal data within five business days, but the Contestant shall lose his/her right to participate in the Contest or win a prize.
24. The Personal Data Processor shall undertake to ensure the security of personal data, to implement appropriate technical and organisational measures to ensure a level of security regarding unlawful destruction and/or accidental alteration, disclosure and any other unlawful processing. Employees of The Personal Data Processor shall undertake to never disclose personal details of the Contestants.
25. The Organiser shall have the unilateral right to terminate or suspend the Contest and not to give prizes in cases of force majeure or for other reasons. The Organiser shall have the unilateral right to alter terms and conditions and Rules of the Contest, to suspend, terminate the Contest by announcing this on the website (<https://pik-nik.eu/>).
26. All claims relating to the organisation of the Contest shall be submitted in writing to the Organiser, i.e. limited liability company ŽEMAITIJOS PIENAS, company code 180240752, address: Sedos Str. 35, Telšiai, Lithuania (by 30 April 2024, with a reference *Pik-Nik quattrain*). The claim must contain all circumstances as well as the grounds on which they are based and shall be accompanied with the supporting documents or duly certified true copies thereof.
27. Only claims submitted in writing (sent by registered mail, courier or delivered in person) or by electronic means (sent via e-mail) shall be considered. The claims submitted after the date referred to in c. ___ of the Rules shall not be considered.
28. The Organiser shall deal with claims and give a reply within 30 (thirty) calendar days from the day of receipt of a claim. If the Customer considers the claim to be justified, the reply shall contain the procedure and time frame for satisfying the claim. In case the applicant is not satisfied with the reply, he/she may defend their rights and legitimate interests in accordance with a procedure prescribed by law.
29. The Contest related rights and obligations of the Organiser and Contestants are set out only in these Rules.
30. The Organiser warns that information about the Contest provided in promotional material is considered to be informative only.
31. All the information about the Contest is available on the website (<https://pik-nik.eu/>), by calling +37068630216 (on weekdays 9:00 a.m. – 04:00 p.m.) or writing an e-mail *reklama@zpienas.lt*.