

GENERAL TERMS AND CONDITIONS FOR SOCIAL MEDIA COMPETITIONS (Facebook, Instagram & TikTok) OF PILSNER URQUELL: THE ORIGINAL BEER EXPERIENCE

These terms and conditions come into force and effect on 26.06.2025

1. GENERAL PROVISIONS

1.1 These General Terms and Conditions (“Terms”) govern participation in all promotional competitions (“Competitions”) organized by The Original Experience Company a.s., with its registered office at Klimentská 1216/46, Nové Město, 110 00 Prague 1, Company ID: 27562531, VAT No.: CZ27562531 (“Organizer”), conducted via its official social media profiles:

- Facebook: facebook.com/PilsnerUrquell.Experience
- Instagram: instagram.com/pilsnerurquell.experience
- TikTok: tiktok.com/@praguebeerexperience
(jointly referred to as the “Profiles”).

1.2 Participation in a Competition constitutes unconditional acceptance of these Terms. The Organizer reserves the right to amend or modify the Terms at any time with immediate effect upon publication on any of the Profiles.

2. ELIGIBILITY

2.1 Competitions are open to all natural persons aged 18 or older, who meet the entry conditions specified in the applicable Competition announcement (“Competition Post”).

2.2 Employees of the Organizer, their family members, agents, and any third parties directly involved in the creation or administration of the Competitions are ineligible to participate.

3. HOW TO ENTER & RULES OF PARTICIPATION

3.1 Entry procedures (e.g. posting a comment, sharing a post, tagging friends, using hashtags, or other actions) will be described in the specific Competition Post.

3.2 Each Participant may only enter once per Competition unless otherwise stated. Duplicate entries may be disqualified.

3.3 All entries must comply with platform community guidelines and not contain offensive, defamatory, or unlawful content. The Organizer reserves the right to disqualify entries deemed in breach of these guidelines.

4. WINNER SELECTION & NOTIFICATION

4.1 The rules of the Competition are set out in a specific Competition Post. These rules generally include the competition question or task, the prize(s) for the winner of the Competition, and the duration of the Competition (hereinafter referred to as the “Competition Rules”).

4.2 The Organizer will notify the selected winner(s) via direct message and/or public reply on the applicable platform within 7 days of the Competition closing date.

4.3 If a winner does not respond or accept the prize within 14 calendar days of notification, the Organizer reserves the right to disqualify the winner and offer the prize to an alternate entrant. The Organizer bears no responsibility or obligation towards the person who did not claim the prize.

5. PRIZES

5.1 Prizes are as described in the Competition Post. They are non-transferable, non-refundable, and cannot be exchanged for cash or other alternatives.

5.2 The Organizer reserves the right to substitute any prize with another of similar value at its sole discretion, especially in case of unavailability due to external circumstances.

6. STORAGE OF PERSONAL DATA

6.1 The Organizer will process the personal data of Participants (e.g., name, username, contact information, or delivery address) solely for the purpose of administering the Competition in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation – “GDPR”).

6.2 Personal data will be retained for up to 3 months after the end of the Competition. After this period, the Organizer will destroy the Participant's data.

7. INTELLECTUAL PROPERTY AND THIRD-PARTY RIGHTS

7.1 Each Participant is obliged to act on Facebook, Instagram, and TikTok on his/her own behalf and to take into account the legitimate interests and rights of third parties, in particular in relation to their personal data and rights to the protection of personality. By submitting content (e.g., comments, photos, videos), Participants represent and warrant that they are the sole author or have obtained all necessary rights and permissions.

7.2 Participants grant the Organizer a non-exclusive, worldwide, royalty-free license to use, reproduce, display, and share submitted content for marketing or promotional purposes.

7.3 Any content infringing on third-party rights may be removed without notice, and the responsible Participant may be disqualified.

8. LIABILITY

8.1 The Organizer is not liable for:

- Platform outages or technical issues;
- Incomplete, illegible, late, lost, or misdirected entries;
- Prizes lost or damaged in transit;
- Any injury, loss, or damage caused by participation or redemption of prizes.

9. DISQUALIFICATION

9.1 The Organizer may exclude any Participant suspected of:

- Violating these Terms or applicable laws;
- Engaging in fraudulent, abusive, or unethical conduct;
- Manipulating or attempting to manipulate the outcome of the Competition.

9.2 The Organizer's decision on any matter related to the Competition, including disqualification, is final and binding. No correspondence will be entered into.

10. TERMINATION OR MODIFICATION

10.1 The Organizer reserves the right to terminate, suspend, or amend a Competition without prior notice at any time, even before the date stated in the Competition Post.

10.2 In such cases, the Organizer is under no obligation to award any prizes.

11. GOVERNING LAW

11.1 These Terms and Conditions and the legal relationships arising from them and other legal relationships arising between the Organizer and the Participant during the duration of the Competition or in connection with it shall be governed by and construed in accordance with the laws of the Czech Republic.

11.2 Any disputes shall be submitted to the exclusive jurisdiction of the courts of the Czech Republic.