Translation from Romanian

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OFFICIAL REGULATION OF THE PROMOTIONAL CAMPAIGN
"Julius Meinl Meet with a Poem"

SECTION 1. ORGANIZER OF THE PROMOTIONAL CAMPAIGN

1.1. The **"Julius Meinl Meet with a Poem"** promotional campaign (hereinafter referred to as the "Campaign") is organized by Julius Meinl Industrieholding, with the offices in Julius-Meinl-Gasse 3-7, 1160 Vienna, registered with the Trade Registry under number 102559y, tax code: ATU 41214501, hereinafter referred to as the "Organizer", through the agency S.C. BV. McCann-Erickson S.R.L., with the registered office in Bucharest, 18 Jules Michelet St., District 1, registered with the Trade Register under number: RO 8084031, being registered as personal data controller under no. 6353, hereinafter referred to as the "Agency".
1.2. The decision as to the performance of the Campaign according to the regulation herein (hereinafter referred to as the "**Official Regulation**") is final and binding to all participants. The Organizer reserves the right to amend or change these Official Regulation, by drafting an addendum to this regulation. Such amendments will be effective as of the date when these are published on the Campaign website, or any other data set out under the addendum.

SECTION 2. VENUE AND TERM OF THE PROMOTIONAL CAMPAIGN

2.1. The Campaign takes place on 01 October 2019, within the working hours of each participating locations, in accordance with the provisions of this document as Official Regulation and in the locations mentioned in Annex 2 (referred to as "Participating Locations").

SECTION 3. PARTICIPATION RIGHT

3.1. The Campaign is open to all individuals with the domicile/address on the territory of one of the countries listed in Annex no. 2 and 3, in the locations selected by the Organizer, as mentioned on the official Campaign website (hereinafter referred to as **"Participating Locations"**) who are at least 18 years of age on the date on which the Campaign begins, who completely and in full consent accept the provisions of these Regulations.
3.2. Participation in this Campaign imposes full, express and unequivocal knowledge and acceptance of these Official Regulation.

SECTION 4. MECHANICS OF THE PROMOTIONAL CAMPAIGN

4.1. In order to register for the Campaign, the participants are required to meet the following conditions:

- have the right to participate pursuant to the provisions of Article 3 above;
- registration shall be made exclusively during the Campaign period provided under article 2 above;

- the participants are required to be present at one of the venues selected by the Organizer, specified in Annex 2 and 3, according to the working hours of each location, on 01 October 2019, within the working hours of each of the participating locations.
- The participants must write a poem on the spot, using the materials made available in the participating locations, based on which they will receive 2 free cups of coffee / tea;
- The poem will be sent to the Headquarters in Austria. The poem can be used without needing an agreement from the participants

4.2 The **Organizer** reserves the right to not consider the entries:

- which do not meet the requirements imposed under the relevant legislation or which are illegal, dangerous, malicious, slanderous, obscene, pornographic or vulgar, defamatory, racist or xenophobic, or infringe any copyright, nor any comments which may be considered as inciting to criminal or illegal acts;
- do not meet all the conditions under art. 4.1
- are considered inacceptable, at the Organizer's discretion.

SECTION 5. PRIZES OF THE PROMOTIONAL CAMPAIGN

5.1. The Campaign prizes will be awarded as follows:

I. The **guaranteed prizes** consisting of **Julius Meinl Coffee / Tea**, will be awarded on the spot, depending on the location stock, in the participating locations mentioned in Annexes 2 and 3 of these Regulations, based on the poem created by the Participants, but also with personal data (name, first name and signature).

SECTION 6. PROCEDURE OF PRIZE AWARDING AND WINNER VALIDATION

6.1. Prize Awarding

The **guaranteed prizes** will be awarded on the spot, in the participating locations, on the basis of the poem created and on the stamp of the Organizer's representative.
A participant can only benefit from one such prize.

SECTION 7. LIABILITY

7.1. The Campaign Organizer shall grant the prize only to that winner who participated in the Campaign, subject to observance as such of the provisions under these Official Regulation.
7.2. The Organizer and the other entities involved in the Campaign will assume no liability whatsoever for, nor will they be involved in any way in any disputes concerning ownership of the prizes once these are granted. No dispute regarding ownership of the prizes shall influence the principle according to which the Campaign Organizer grants the prize to the individual who observes the provisions of these Official Regulation.
7.3. The Organizer is under no obligation whatsoever to exchange any correspondence in connection with non-winning claims which occurs after the end of this Campaign.

11.2. The Organizer reserves the right to amend or change these Official Regulation, with such amendments due to be made public at least 24 hours before their envisage effective time.

Processed and authenticated by ***"VERITAS" Professional Partnership of Notaries***, today on the date of authentication, in one original copy that remains in the notary's archive and 4 (four) duplicates, of which one will remain in the notary's archive and 3 (three) copies have been issued for the parties.

DINICU ELENA-LILIANA
Acting as attorney in fact for
S.C. MEDIAPOST HIT MAIL S.A.

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Annex 1
to the "Julius Meinl Meet with a Poem" Official Campaign Regulation
(the "Campaign")
- Information regarding personal data processing -

1. **Data regarding the controller and the processors of the personal data**

In order to carry out the Campaign, the personal data of participants shall be processed by the Organizer, **Julius Meinl Industrieholding**, with the offices in Julius-Meinl-Gasse 3-7, 1160 Vienna, registered with the Trade Registry under number 102559y, sole registration code ATU 41214501 (hereinafter referred to as the "**Controller**"),

through the agency **S.C. BV. McCann-Erickson S.R.L.**, with the registered office in Bucharest, 18 Jules Michelet St., Sector 1, registered with the Trade Register under number: RO 8084031, being registered as personal data controller under no. 6353.

2. **Personal data categories processed within the Campaign**

Within the Campaign, the Controller shall collect the following categories of personal data from the participants:

(i) Last name;
(ii) First name;
(iii) Signature;

The social security number shall be collected only in the case of the winners, for which the Controller is required to withhold and pay the tax on the prizes, according to tax regulations in force and only as to verify if the age of the Participants is in accordance with these Regulations, that is if they are 18 years of age at the time of registration in the Campaign.

3. **Processing purpose**

The personal data of the participants in the Campaign shall be processed and stored by the Processors, only for the purpose of awarding the prizes to the winners of the Campaign.
The participants agree that they will no longer have any rights over the poem created and offered to the Organizer's representative in exchange for coffee. The poems can be used for the purposes set by the Organizer.

4. **Legal basis of the processing**

The data will be processed on the basis of consent and / or legitimate interest, on the basis of the acceptance by the data subject of the Regulation and annexes thereof. If prizes with a value of more than RON 600 are granted, the Personal Identity Number is processed in order to fulfill Controller's fiscal obligations.

Bd. Pipera, Nr. 1-IA, Corp A, Et. 2, or by e-mailing it to the e-mail address office@meinl.ro

8. Protection of children's personal data

Given the fact that only natural persons who are at least 18 years of age may participate in the Campaign, no personal data of persons aged bellow 18 years shall be stored. In case the Controller / a Processor receives personal data pertaining to persons aged under 18 years of age, this data shall be immediately deleted / destroyed from the processing and storage means of the Controller / Processor. In case a parent or a guardian notifies the processing of personal data pertaining to persons aged less than 18 years, the Controller shall immediately delete/destroy this data from its processing and storage means.

9. Personal data security

The Controller undertakes to implement adequate technical and organizational means as to ensure an appropriate security level of the personal data pertaining to the Campaign participants. The Controller undertakes to impose similar obligations on the Processor. Upon the assessment of the adequate security level, due consideration shall be paid to the risk represented by the processing of personal data, generated in a specific manner, accidentally or illegally, by the destruction, loss, amendment, unauthorized disclosure or access to the personal data sent, stored or processed.

10. Amending the personal data processing policy

The Controller has the right to amend the present Annex to the Regulation at any given time during the Campaign, only in the case in which more efficient measures for the protection and security of the personal data of data subjects are found and without any impairment on their rights and freedoms. Any such amendment shall be published on the Controller's and/or Campaign's website and shall be notified to the Participants by the means employed for the notification of these Regulations to them.

11. Other provisions

To the extent that, during the Campaign, the Participants disclose personal data belonging to third parties, the participants confirm that they have informed these persons about how their personal data will be processed and the fact that these data are used for the purpose of conducting the Campaign and that they have obtained the agreement of the respective persons for this operation. In this regard, the Participants have the obligation to inform these persons about the content of this section.
The personal data of Campaign participants shall be processed in accordance with the applicable legislation on personal data protection, in particular in accordance with the provisions of the Regulation no. 679/2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

Annex 3
To the "Julius Meinl Meet with a Poem" Official Campaign Regulation
(the "Campaign")
Participating location

The list of participating locations will be available to participants by accessing the website www.meinlcoffee.com.