

Terms and Conditions of the “Performance Marketing Diamonds EU” Contest 2025

§ 1 Definitions

In these terms and conditions of the “Performance Marketing Diamonds EU” contest, hereinafter referred to as the “Terms and Conditions”, the following terms shall be understood to mean:

1. **Organiser** – the Chamber of Digital Economy with its seat in Warsaw (00-845), at Łucka St. 18, suite 76, entered in the register of associations, other social and professional organisations, foundations and independent public health care centres and in the register of entrepreneurs kept by the District Court for the Capital City of Warsaw in Warsaw, 12th Commercial Division of the National Court Register (Polish acronym: KRS) under the KRS number: 0000474028, with taxpayer identification number (NIP): 701-039-19-22.
2. **Contest** – the contest conducted pursuant to the Terms and Conditions under the name “Performance Marketing Diamonds EU”.
3. **Presentation** – an element of the entry, or entries, attached by the Participant to the entry form, on the basis of which the Jury evaluates the Participant. The required format and content of the Presentation are specified in §3 of the Terms and Conditions.
4. **Jury Members** – persons selected by the Organiser whose knowledge and experience in the field of performance marketing allows them to evaluate the Participants in the Contest Categories.
5. **Participants** – entities that have entered the Contest.
6. **European Union (EU) market** – the services market covering the following countries: Poland, Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Portugal, Romania, Sweden, Slovakia, Slovenia, and Spain.
7. **Award** – the award statue trophy and the title of the “Performance Marketing Diamonds EU” Award Winner, granted to the Winner of one of the Contest Categories.
8. **Grand Prix Award** – the award statue trophy and the title of the “Performance Marketing Diamonds EU” Grand Prix Award Winner, granted to the Winner selected from among the Winners for the other Categories, excluding Performance Agency of the Year and Performance Brand of the Year.
9. **Winner** – a Participant who has won the Contest for a given Category.

10. Nominated Participants – five Participants competing for a Category (subject to § 5 sec. 9) who, as a result of voting by the Jury Members, have received the highest average score for that Category.
11. Category – a specific Category of the Contest, indicated in § 3 sec. 10 of the Terms and Conditions.
12. Contest Website – the website with the URL <https://pmdiamonds.eu/>
13. Award Ceremony – the ceremony at which the Performance Marketing Diamonds EU Awards will be presented, held on the date specified in § 2, sec. 1 f) of the Terms and Conditions, at the venue specified by the Organiser well in advance by posting relevant information on the Contest Website.

§ 2

Contest Schedule for the Year 2025

1. The Contest will be conducted over the following stages:
 - a) Stage 1 (09.01 – 10.02) – Participants' entries,
 - b) Stage 2 (24.02 – 07.03) – formal and content-related pre-selection of entries,
 - c) Stage 3 (17.04.2025) – announcement on the Contest Website of the list of the Participants Nominated for awards for each Contest Category,
 - d) Stage 4 (09.05.2025) – Award and Grand Prix Ceremony.
2. The Organiser reserves the right to change the dates of particular stages of the Contest, as well as the venue and manner of holding the Award Ceremony, referred to in sec. 1 above; in such an event, the Participants and Jury Members will be informed in advance.

§ 3

Contest Entries

1. The entry of a Participant is effected by performing the actions listed below during the entry acceptance period referred to in § 2 sec. 1 a). The Participant must:
 - a) complete the entry form available on the Contest Website. The fields of the form must be completed in accordance with the instructions given therein;
 - b) attach its Presentation to the entry form in accordance with sec. 12 below;
 - c) attach a declaration stating that the data is factually correct to the entry form in accordance with sec. 14 below;
 - d) accept the Terms and Conditions and agree to participate in the Contest by ticking the relevant box;
 - e) settle the fee for its participation in the Contest in accordance with the provisions of the Terms and Conditions.
2. Any entity, based in any country in the world, that runs a campaign in the area of performance marketing and/or affiliate marketing in the EU market may enter the Contest. The Participant must be active in the field of performance marketing and/or affiliate marketing in the EU market on the date of its entry as well as on the date on which voting

by the Jury Members closes. The entry subject may be campaigns conducted in the EU market between January 1, 2024, and December 31, 2024.

3. The Contest may be entered by a Participant constituting a group of entities that jointly conducted a campaign in accordance with sec. 2 above and in which each of these entities fulfils the conditions set out in sec. 2 above. Each of the entities in the group should be indicated on the entry form. In the event a group of entities enters the Contest, it must nominate in the entry form a group representative to represent it as a Participant and to whom all correspondence relating to the Contest will be delivered. Entry fees payable for entering a Participant constituting a group of Participants competing for a Category are calculated based on the number of Participants in the group.
4. In the entry, the Participant declares to which type of entity it belongs:
 - members/partners of the Chamber of Digital Economy (Organiser),
 - entities not being members/partners of the Chamber of Digital Economy (Organiser).

In cases of Participants constituting a group of entities, each entity in the group declares its affiliation to the aforementioned type of entity on its own and independently of the other members of the group. Membership of one or some of the entities from the group in the Chamber of Digital Economy (Organiser) does not affect the amount of the entry fee to be paid with respect to a Participant constituting a group of entities, which is calculated individually or paid by entities not being members/partners of the Chamber of Digital Economy (Organiser) on their own.

5. For entities being members or partners of the Organiser within the meaning of its statutes, entry in the Contest is subject to a fee – in the amount indicated in sec. 8 item 1) below.
6. For entities not being members or partners of the Organiser within the meaning of its statutes, entry in the Contest is subject to a fee – in the amount indicated in sec. 8. item 2) or item 3) below.
7. The Organiser may invite a Participant to the Contest. Participants invited to the Contest by the Organiser are not required to pay an entry fee.
8. <https://pmdiamonds.eu/> entry:
 - 1) members and partners of the Organiser as defined in its statutes: entry from 09.01.2025 to 24.01.2025. – 1799 PLN net for each entry in a given Category, from 25.01.2025 – 2299 PLN for each entry in a given Category.
 - 2) entities not being members/partners of the Organiser within the meaning of the Organiser's statutes: entry between 09.01.2025 and 24.01.2025 – 2999 PLN net for each entry in a given Category, from 25.01.2025 – 3499 PLN for each entry in a given Category.
9. The total fee amounts, i.e. including the amounts of VAT due, should be paid to the Organiser's bank account held by its Bank (PKO BP SA Branch 1 in Warsaw) with the number 79 1020 1013 0000 0302 0291 6963.

For a Participant constituting a group of entities, all invoices related to the Contest will be issued by the Organiser to the entity from the group indicated in the entry form as the representative of the group, or to each entity separately depending on the arrangements between the Organiser and the Participant made at the stage of the Contest entry. In the absence of such arrangements, invoices will be issued to each entity separately.

10. Participants may enter or be entered into the Contest in the following Thematic Sections for specific Categories:

- **Performance & Affiliate Marketing**

Entries in the Performance & Affiliate Marketing section aim to demonstrate an effective way to encourage an audience to take a specific action. Campaigns are to be presented with specific objectives, as well as an actual and measured outcome of the activities.

- The most effective short-term performance campaign (2-6 weeks)
- The most effective affiliate program:
- The most effective sales campaign:
- The most effective paid search campaign
- The best application of AI in performance advertising campaign

- **Creative Performance**

Entries in the Creative Performance section are to concern performance marketing activities supporting campaigns and creative concepts.

- The most creative digital campaign
- Think-out-of-the-box campaign
- The most creative use of AI
- The most effective mobile campaign:

- **Content Performance**

Entries in the Content Performance section are expected to demonstrate a high level of understanding of the demand for specific content while effectively measuring the impact and effects of the published content on the audience's actions.

- The best AI-driven personalized content
- The most effective video content
- The most effective SEO campaign
- The best consumer-centric content

- **Strategy Performance**

Entries in the Strategy Performance section are to present strategic performance marketing campaigns and strategic support by the performance marketing area for 360-degree campaigns. It is important to show that the performance marketing campaign was a factor/element important to the execution of the campaign/brand strategy. Its results are to

have an impact on the adaptation of strategic actions allowing for the achievement of the desired results.

- The most challenging performance campaign
- The best AI driven performance strategy
- The most effective low-budget campaign
- The most effective omnichannel campaign
- The most effective retail campaign

Main Categories:

- B2B Campaign of the Year
- B2C Campaign of the Year

Main Awards (additional awards):

- Performance or/and Affiliate Agency of the Year
- Performance Brand of the Year:
- Grand Prix

Descriptions of categories:

Performance & Affiliate Marketing

- ***The most effective short-term performance campaign (2-6 weeks)*** – the award is conferred for the most effective campaign conducted over a limited time. Irrespective of the method – whether it is paid search, affiliate marketing, a social media-based campaign with display advertisements, or any other form of performance-based marketing, the awarded company will have achieved excellent results working under pressure and time constraints over a period of two to six weeks. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.
- ***The most effective affiliate program*** – the award is conferred in recognition of the implementation of an affiliate program demonstrating considerable effectiveness, both from the publisher's and the advertiser's point of view. The successful use of innovative technologies in the area of targeting, data analysis, and evaluation of program effectiveness will be recognised. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.
- ***The most effective sales campaign*** – the award is conferred in recognition of the most effective sales campaign conducted between January 1, 2024 and December 31, 2024. The award is conferred for the most effective sales-generating campaign. The winning campaign will stand out by its interesting and innovative idea for generating sales, using diverse or non-obvious channels of communication in any billing model, as well as campaigns in which the implementation of additional analytical tools allowed optimising the cost of securing sales. KPIs evaluated in this Category include conversion, sales growth, CAC, ROI, and the cost of securing sales.

- ***The most effective paid search campaign*** – the award is conferred for the most effective use of paid search results in a performance marketing campaign. The Category applies to campaigns conducted from January 1, 2024, to December 31, 2024. The activities being the subject of entry can include those carried out with paid search campaign tools available on the market. The award will be conferred to a project where the set objectives were achieved by innovatively using search engines. The evaluation will cover the strategy of activities, the execution of its assumptions, the method of reaching the target group, the creative assets used, as well as the results focused on the project success indicators, e.g. profitability of the campaign, the conversion cost (transactions, leads, registrations on the site, etc.), and the generation of quality traffic to the site.
- ***The best application of AI in performance advertising campaign*** – This award is granted for the best use of artificial intelligence in a performance advertising campaign, recognizing innovative use of AI in marketing campaigns conducted from January 1, 2024, to December 31, 2024. The submitted campaigns should utilize AI tools for optimizing actions such as content creation, message composition, targeting, creative development, bid management, and performance analysis. The evaluation will focus on the effectiveness of AI implementation in the campaign strategy, the way it was executed, creativity in the application of technology, as well as the results related to targeting and content personalization. Important criteria will also include campaign outcomes, such as profitability, conversion cost, ROI, and the quality of generated traffic. The award will go to the campaign participant who most effectively and innovatively applied artificial intelligence during the campaign, achieving significant results in optimization and the realization of marketing goals.

Creative Performance

- ***The most creative digital campaign*** – the award recognises an outstanding, memorable, and unique performance campaign based on an idea, creativity, and capturing the brand in the context of the events surrounding it, as well as an astute combination of seemingly separate technologies to produce exceptional results. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.
- ***Think-out-of-the-box campaign*** – the most effective campaign that takes an out-of-the-box approach to campaign delivery while achieving its objectives will be awarded. The category applies to campaigns run from January 1, 2024, to December 31, 2024. Appreciation will be given to the non-standard approach to achieving the objectives set, the methods applied to reach the target group, the creative basis of the campaign, and the effectiveness of the actions taken.
- ***The most creative use of AI*** – the campaign that used AI most creatively and effectively to achieve its goals will be awarded. In particular, the implementation of artificial intelligence in the campaign, the ability to see opportunities in new solutions, as well as the ability and effectiveness of the broader business application of the AI

solution are assessed. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.

- ***The most effective mobile campaign*** – the award will be conferred for a campaign that met the client's or brand's marketing objectives by delivering creativity in marketing strategy using performance measures to increase installs, active users, or orders through the application, or enhance other performance parameters for the mobile application, resulting in exceptional sales results. A simple and clear description of the objectives will be recognised, as well as documentation of any other efficiency results. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024 .

Content Performance

- ***The best AI-driven personalized content*** – This award is granted for the best personalized content created using artificial intelligence. It recognizes campaigns that innovatively use AI to create personalized content, including actions and dialogues of autonomous chatbots. The category covers activities carried out from January 1, 2024, to December 31, 2024, where AI is used to tailor content to the individual needs of the audience, providing a higher level of engagement and better campaign results. Submitted projects will be evaluated based on the effectiveness of AI application in content creation, communication personalization, and the way content is adapted to different audience segments. Campaign results, such as increased engagement, conversions, ROI, and the quality of generated traffic, will also be important criteria. The award will go to the project that best and most effectively uses artificial intelligence to create audience-tailored content, achieving significant marketing results.
- ***The most effective video content*** – the award is conferred in recognition of the most effective use of the video format in a campaign conducted between January 1, 2024, and December 31, 2024. The video format can be employed for programmatic, social media, e-mail, or mobile marketing activities.
- ***The most effective SEO campaign*** – the award will be conferred for the campaign that uses best SEO practices in terms of technical optimisation, content management and optimisation, and the impact of these activities on the visibility of the brand or client in search results. Entries that demonstrate an effective and creative SEO strategy as well as thoughtful execution of goals, long and (if any) short term, during the planning of the SEO performance campaign, will be recognised. Entries should accurately describe the SEO-related objectives, approach, tactics, and results for the company or client. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.
- ***The best consumer-centric content*** – the award will be conferred for a campaign that generates effective conversions and/or customer action through mechanisms for creating unique, individually tailored content and delivering it directly to consumers. Recognition will be given to projects that demonstrate how the campaign or work was

planned and executed, as well as describing any technology that had an impact on the consumer experience, conversion rates, and results achieved. Also, entries must clearly state the objectives of the campaign and the linked results achieved. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.

Strategy Performance

- ***The most challenging performance campaign*** – This award is granted to the campaign that successfully met the marketing goals of the client or brand, delivering a marketing strategy in the face of change or a market category collapse. Entries will be recognized for demonstrating how the client or brand adapted to the change, how they took advantage of the new environment, market opportunity, or consumer sentiment. The category covers activities carried out from January 1, 2024, to December 31, 2024.
- ***The best AI-driven performance strategy*** – This award is granted for the best performance strategy based on the use of artificial intelligence, recognizing campaigns that effectively used AI to develop and execute a results-oriented marketing strategy. The category covers campaigns conducted from January 1, 2024, to December 31, 2024, that applied artificial intelligence technologies to optimize actions such as defining personas and campaign environments, simulating and testing communications, targeting, budget management, forecasting results, and personalizing campaigns. The evaluation will focus on the innovation of the applied strategy, the effectiveness of AI implementation, and the results achieved in terms of profitability, ROI, conversion costs, and generating high-quality traffic. The award will go to the campaign participant who best utilizes artificial intelligence to develop an effective performance strategy, achieving significant and measurable results.
- ***The most effective low-budget campaign*** – the award will be conferred for a campaign that has achieved exceptional results, including strategic ones, on a budget of a maximum of 4,900 EUR. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.
- ***The most effective omnichannel campaign*** – a campaign based on activities and synergies of a minimum of 2 channels and forms of product sales will be awarded. Recognition will be given to campaigns where the omnichannel model is key to generating effective conversions and/or consumer actions that help achieve brand objectives across the retail universe. Particular attention will be given to strategic campaign thinking and understanding of the brand's business needs combined with originality and innovation in campaign planning and optimisation, complemented by precise execution and effectiveness in delivering sales results for the brand in specific channels and at the intersection thereof. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.
- ***The most effective retail campaign*** – the award will be granted in recognition of the most effective advertising or consumer activation campaign run by a brand, manufacturer, or seller of goods and services taking advantage of the advertising

formats and mechanisms they offer as well as the opportunity to reach their user base with their message to achieve marketing and sales objectives. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.

Main Categories:

- **B2B Campaign of the Year** – will be awarded in recognition of a campaign that demonstrated a solid strategy for generating leads in the B2B segment, as well as building relationships with them all the way through from the prospect stage to the loyal customer stage. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.
- **B2C Campaign of the Year** will be conferred for a campaign that demonstrated a solid strategy for the acquisition of new consumers in the B2C segment, the retention of existing consumers and communications support for them, as well as the ongoing nurturing and development of the relationship between the company or brand and its consumers. The Category is dedicated to activities conducted from January 1, 2024, to December 31, 2024.

Main Awards:

- **Performance or/and Affiliate Agency of the Year** – the performance and/or affiliate agency that received the largest number of awards in the regular categories among all participating agencies. In the event that several Participants receive the same number of awards, the award for this Category will be awarded to the entity with the highest average score in the categories won.
 - **Performance Brand of the Year** – the brand (customer) that in the regular categories received the largest number of awards among all participating brands (customers). In the event that several Participants receive the same number of awards, the award for this Category will be awarded to the entity with the highest average score in the categories won.
 - **Grand Prix** – the award is conferred to the Participant whose activities included in the Presentation received the highest overall average of points in the Jury's voting, regardless of the thematic section.
11. In the event the Participant submits entries in more than 2 (two) Categories, then when selecting the Contest Winners – if voting in those categories determines that the Participant should be the Winner in more than 2 (two) categories – the Organiser will award it the status of the Winner in the 2 (two) categories in which it received the highest average score of all its entries, and the Participant's entries in the remaining categories will not be considered when selecting the Winners.
 12. Entries must be submitted with a pdf file of up to 50 MB containing a presentation in English. The Presentation must not consist of more than 15 slides. The Presentation is permitted to include 1 (one) link to a video file to complement the visual side of the Presentation, with no additional factual material or figures supplementing it. Examples of material that can be linked to an advertising spot, social media coverage, event coverage,

etc. The content of the Presentation should be aligned with the evaluation criteria in § 9 item 1-4. A Participant entering the Contest in the regular categories (except for the Main Categories) is required to develop its presentation solely on the basis of the template made available by the Organiser for download in an editable version on the Contest Website. For entries in the main categories: B2B Campaign of the Year and B2C Campaign of the Year, entrants' presentations are added.

The Presentation of a Participant constituting a group of entities should include the activities of each of these entities.

13. A Presentation may be part of entries in different Categories. The Participant may select more than one Category when completing the entry form, and each Category indicated in the entry form will be treated as a separate entry, for which a fee must be paid.

A Presentation from a Participant constituting a group of entities may only be part of an entry from all the entities acting together as a Participant. The entry of a Participant in a given Category is paid for by each of the entities in the group or by the Representative of the group as described in sec. 4.

14. For an entry to be valid, it is mandatory that the Participant signs and attaches to the entry a statement confirming the accuracy of the data provided in its Presentation. A specimen declaration should be downloaded from the Contest Website, printed, signed, and the signed scan should be attached to the entry as a PDF file. The statement may also be attached as a PDF file signed electronically (with a qualified signature).

For Participants constituting a group of entities, each entity attaches its own declaration, but the declarations may be provided as a single PDF file.

15. The Organiser is not responsible for entries that do not correspond with the actual state of affairs. In the event that the information provided by the Participant is untrue, the Organiser reserves the right to exclude them from the Contest. In the event such a decision is made by the Organiser, the fee paid by the Participant will not be refunded. The Organiser's decision to exclude a Participant from the Contest cannot be appealed.
16. Entries to the Contest will be accepted over the period indicated in § 2, sec. 1 a) of the Terms and Conditions.
17. The Organiser reserves the right to refuse to accept an entry to the Contest if it is against the law, rules of social coexistence, decency, and generally accepted ethical standards, or if it could do damage to the good name of the Organiser. In addition, each Participant, by entering the Contest, confirms that it conducts its business in accordance with ethical principles.

§ 4 **Pre-selection of Entries**

The Organiser conducts a pre-selection of entries over two stages (formal pre-selection and content-related pre-selection):

1. Firstly, the Organiser reviews the formal correctness of the entry. In particular, the Organiser is entitled to examine:
 - a) whether the Participant and the subject of the Participant's entry meet the conditions specified in § 3 sec. 2 of the Terms and Conditions,
 - b) whether the Participant constituting a group of entities and the subject of the Participant's entry meet the conditions specified in § 3 sec. 3 in connection with § 3 sec. 2 of the Terms and Conditions, and whether the fee for a given entry has been settled by all entities belonging to the group,
 - c) whether the declaration of the Participant as a member/partner of the Chamber of Digital Economy or a non-member/partner of the Chamber of Digital Economy is correct,
 - d) whether the Participant has enclosed a correctly drawn up statement of truth ,
 - e) whether the Participant has indicated the correct number of Categories,
 - f) whether the Participant has complied with the requirements concerning the format and content of the Presentation,
 - g) whether the entry has been paid for correctly.
2. In cases where the Organiser determines that an entry has been made incorrectly, the Organiser contacts the Participant by e-mail in order to indicate to the Participant which corrections in the entry are necessary or to request the Participant to ensure that the entry fee has been settled in full as well as set a time-frame for making the corrections or completing the payment of the fee, which is up to 3 days, counting from the date of the Participant's receipt of information on the irregularities.
3. Entries that are not corrected by the Participant or where the fee has not been settled in full in the time-frame will not be considered in the pre-selection process, resulting in the Participant's exclusion from the Contest.
4. In the event of non-fulfilment by the Participant of any of the conditions specified in § 3 sec. 2, and in the event of the Participant constituting a group of entities – § 3 sec. 3 of the Terms and Conditions, the Organiser will exclude the Participant from the Contest without the necessity of calling upon it to fulfil this condition.
5. The Organiser's decisions referred to in sections 3-4 above may not be appealed.
6. Unless otherwise stipulated in the Terms and Conditions, in cases of exclusion from the Contest, the fee paid by the Participant is not refundable.
7. After completing the formal pre-selection of a given entry, as a result of which the entry is recognised as formally correct, the Organiser examines the correctness of the substance of the entry. A performance marketing expert is appointed by the Organiser. As part of entry pre-selection in terms of its substance, the expert is entitled to examine the correctness of the content of the Presentation in terms of its compliance with the relevant Criteria of a given Category.

8. Where the Presentation is not aligned with the criteria of the Category, the Organiser immediately informs the Participant of the need to change the Category. The change of Category is effected after the Participant has electronically consented to the change, no later than 7 days after receiving the information from the Organiser. The Participant's failure to agree to the change of Category within the specified time will result in its remaining in the Category specified in the entry unless the Terms and Conditions state otherwise.
9. The Organiser reserves the right to cancel the conferment of the Award for a given Category in the event that after the pre-selection of entries, there are fewer than 2 (two) correct entries. After the pre-selection has been completed, the Organiser will inform the remaining Participants in a given Category in an e-mail message of the cancellation of the conferment of the Award for the Category, setting a time-frame of 7 days for the Participants to change the Category, if possible, or withdraw from the Contest with the fee refunded to them. If it is impossible to change the Category or if the Participant fails to change the Category within 7 days, it will be excluded from the Contest by the Organiser, and the fee paid by it will be refunded.

§ 5 Voting

The Jury will vote as follows:

1. Each group of categories (Performance & Affiliate Marketing, Creative Performance, Content Performance, and Strategy Performance) will be assessed by a Jury group assigned to that group. The main categories are judged by all members of the Jury.
2. In the event that no category in a given group qualifies for the competition, the Organizer will instruct each Jury member in that group on which category group they should cast their votes for.
3. The Jury Members will be provided by the Organiser with a link to an application for online voting.
4. In the event of a factual or legal connection, as referred to in sec. 5 below, of a Jury Member with a Participant or with the entity for which a Participant carried out the activities constituting the subject of the Presentation, the Jury Member is obliged to immediately inform the Organiser of such a situation and abstain from voting on the awarding of points in respect to the Participant. If, in the opinion of the Organiser, on the basis of information received, there is a concern regarding the lack of objectivity of a Jury Member due to the above-mentioned factual or legal connections, the Organiser will exclude that Jury Member from evaluating the entry of the Participant.

5. Any legal affiliation of a Jury Member to a Participant or entity for which a given Participant carried out activities included in the Presentation is understood as a capital affiliation (the Jury Member holds a legal title to participate in the Participant's business or this entity, in its profits, on the rights of a partner, shareholder, etc.) or personal affiliation (the Jury Member holds a management role in an executive body of the Participant or this entity, is its proxy, attorney, or employee).

Legal affiliation is also understood as a situation in which another entity with which a Jury Member is affiliated by way of capital or personal relationship influences the activity of the Participant or the entity for the benefit of which a given Participant carried out the activities included in the Presentation, within the meaning of Art. 4 §1 item 5 of the Commercial Code.

6. If, after a vote has taken place, following an audit or the receipt of reliable information from another source, it appears that a particular Jury Member should be excluded from voting in accordance with the foregoing sections, the Organiser must exclude that Jury Member and recalculate the average of the votes in which the excluded Jury Member participated, whereby the votes of the excluded Jury Member are deemed not to have taken place.
7. The absence of a Jury Member from the voting does not suspend the voting and does not prevent it from taking place within the time-frame laid down in the Terms and Conditions.
8. Each Jury Member votes by evaluating the Participant's Presentation in the relevant Category against the indicated Evaluation Criteria. Each Evaluation Criterion is scored on a scale of 1-2-3-4-5 points, where 5 (five) is the highest score and 1 (one) is the lowest score.
9. The Organiser collects and adds up the points awarded to each Participant by every Jury Member of the respective evaluation group, for all Criteria in a given Category. On the basis of the sum, the Organiser calculates the average score obtained by the Participant for a given Category. The average score is calculated by adding up all the points awarded to the Participant and then dividing the total by the number of Jury Members correctly participating in the voting.
10. Based on each Participant's average score, a list of five Nominated Participants with the highest average scores is determined in each Category. The Organiser may, at its sole discretion, reduce the number of Nominated Participants if the average score received is below 3.0 or increase it accordingly if the Participants have equal average scores.
11. The Winner for a given Category is the Nominated Participant who has achieved the highest average score in that Category.
12. In the event that the Nominated Participants obtain an equal – highest average score, the Chairperson of the Jury selects the Winner, taking into consideration, in particular, the effectiveness of the actions undertaken by the Participant within the Category in question. If the Chairperson of the Jury is subject to exclusion or cannot select the Winner for other

reasons, the Organiser will draw a Jury Member from the entire composition of the Jury who will be able to make a decision.

13. All Category Winners are automatically nominated for the Grand Prix Award with the exception of the Winners for the categories Performance Agency of the Year and Performance Brand of the Year. The Grand Prix is awarded on the basis of the applicant's total highest average number of points in the Jury's vote regardless of the thematic section. In the event of two or more Participants obtaining an equal highest average number of points, the Chairperson of the Jury decides on the selection of the Winner. If the Chairperson of the Jury is subject to exclusion or cannot select the Winner for other reasons, the Organiser will draw a Jury Member from the entire composition of the Jury who will be able to make a decision.
14. The Grand Prix Award is awarded to the Participant whose activities described in the Presentation received the highest cumulative average points in the Jury's vote, regardless of the thematic section.

§ 6

Audit of Voting Results

The audit of results consists in the following activities:

- a) checking whether all Jury Members have performed their evaluations,
- b) checking the total number of points obtained by the Participant competing for a given Category as well as its average score,
- c) reviewing the correctness of the selection of Nominated Participants and Winners for each Category.

§ 7

Publication of the List of Nominated Participants

1. The list of the Nominated Participants for each Category will be published on the Contest Website.
2. The Nominated Participants will be presented in alphabetical order, without indicating the number of points obtained.

§ 8

Award Ceremony

1. During the Award Ceremony, the Winners for each Category will be announced.
2. The Awards will be presented to the winners during the Award Ceremony. Each Award Winner is entitled to one statue trophy. In the event that the Winner is a Participant constituting a group of entities, each entity in the group receives one statue trophy as part of the Award.

3. Each Participant is entitled to a free-of-charge ticket to the Award Ceremony valid for one person, and if the Participant is a group of entities – valid for one person representing the entities belonging to the group. Each nominated participant is additionally entitled to one free entry ticket for the Gala, valid for one person, and in the case where the participant is a group of entities – for one person from the entities belonging to the group. The Participant, including a Participant that constitutes a group of entities, must send the following details of the individual who will use the admission ticket (name and role/position held in the Nominated Participant's company) to the e-mail address indicated by the Organiser at least 7 days before the date of the Gala.
4. Individuals who did not receive an invitation from the Organizer can purchase a ticket to attend the Gala, in accordance with the pricing listed on the Competition Website.
5. The Organiser informs that the number of tickets to the Award Ceremony is limited and equals the number of available places. Therefore, the Organiser does not guarantee that all ticket orders will be fulfilled. For each Participant, the Organiser provides one ticket (paid or free of charge, depending on whether the Participant is a Nominated Participant).
6. To order tickets to the Award Ceremony or to order an additional statue trophy, please contact: pmd@eizba.pl

§ 9

Criteria for Evaluating the Participants

1. The categories pertaining to the Performance & Affiliate Marketing section are covered by the following evaluation criteria:
 - results and achievement of the assumed objectives;
 - challenges overcome;
 - innovations implemented;
 - objectives of the campaign plan translated into action.
2. The categories pertaining to the Creative Performance section are covered by the following evaluation criteria:
 - results;
 - challenges overcome;
 - objectives of the campaign plan translated into action;
 - creative approach [big idea] used to achieve the assumed objective.
3. The categories pertaining to the Content Performance section are covered by the following evaluation criteria:
 - results;
 - challenges overcome;
 - the scale of success in making content reach the end user;
 - objectives of the campaign plan translated into action.

4. The categories pertaining to the Strategy Performance section are covered by the following evaluation criteria:
 - results;
 - challenges overcome;
 - implementation of the planned strategy;
 - adaptation to changes in the environment;
 - innovations implemented as part of the established strategy.
5. The categories B2B Campaign of the Year and B2C Campaign of the Year are covered by the following evaluation criteria:
 - results;
 - challenges overcome;
 - achievement of assumed objectives;
 - innovations implemented;
 - technologies used to support the objectives.
6. For the categories Performance or/and Affiliate Agency of the Year and Performance Brand of the Year, the criteria are as follows:
 - the number of winning campaigns in the other categories
7. Grand Prix Award – the Contest's best of the best. As far as this Category is concerned, the prize will be awarded to the entity that receives the highest cumulative average score in the Jury's vote, without division into thematic sections.

§ 10 Jury

1. A maximum of 30 (thirty) Jury Members are selected by the Organiser. The list of the Jury Members evaluating the Participants is available on the Contest Website.
2. The Organiser selects the Chairperson of the Jury from among the selected Jury Members.
3. The Jury Members are obliged to announce the fact that they are on the Jury in their professional communication channels, in particular in social media channels (e.g. LinkedIn).
4. The Jury Members are not entitled to receive remuneration from the Organiser.

§ 11 Communication Channels Related to the Contest

1. All information related to the Contest will be published on the Contest Website.

2. The Organiser may publish information on the Contest and its results in other media, in particular in the press, on the radio or television, on the Internet, and in outdoor advertising media.
3. The results of the Contest will be published on the Contest Website and may be published on the websites of the Contest's media patrons and other entities cooperating with the Organiser, at the Organiser's discretion.
4. By entering the Contest, the Participant consents to the publication by the Organiser of the Participant's data, its logo or the trademark it uses to mark its business and, if it is a natural person, also its likeness, during the Award Ceremony, on the Contest Website, and on the websites referred to in sec. 3 above.

§ 12

Permitted Information about Participation in the Contest and the Use of the Contest Logo

1. Each Participant and entity that belongs to a group constituting a Participant, referred to in § 3 sec. 3 of the Terms and Conditions, has the right to publish information related to its participation in the Contest (including information about participation, nominations, awards won, and the name of the Contest), as well as use the Contest logo in the context of publishing information about participation in the Contest, in its own communication channels, press releases, and other forms of Participant promotion.
2. Publishing information related to participation in the Contest and using the Contest logo by an entity not being a Contest Participant is prohibited and may constitute an act of unfair contest, as defined in Art. 3 of the Act of April 16, 1993 on combating unfair competition.

§ 13

Personal Data

1. In the event the Participant's data constitute personal data of natural persons, the controller of personal data within the meaning of Art. 4 item 7 of Regulation (EU) No 2016/679 of the European Parliament and of the Council of April 27, 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (hereinafter referred to as the "GDPR") is the Organiser, whose data is indicated in § 1 sec. 1 of the Terms and Conditions.
2. Personal data will be used for the purpose of organising and conducting the Contest, its promotion – whose scope is specified in §11 of the Terms and Conditions, as well as processing of complaints, if necessary.
3. The legal basis for processing personal data is Art. 6 sec. 1 b) of the GDPR.

4. On the basis of the Participant's additional and voluntary consent, the Organiser may process its personal data for the purpose of marketing and promoting the Organiser's activities. The consent referred to in the preceding sentence may be revoked by the Participant at any time, in the same manner as it was granted, which will not affect the legality of the processing conducted on the basis of the consent before its revocation.
5. In the case of giving such consent, the legal basis for processing personal data will also be Art. 398 of the Act of July 12, 2024, on Electronic Communications Law.
6. The Participant has the right to request access to its personal data as well as its rectification, erasure, and restriction of its processing by making a relevant request to the Organiser. The Participant has the right to portability of its personal data.
7. The Participant has the right to object to the processing of personal data concerning processing for direct marketing purposes.
8. If personal data is processed contrary to legal requirements, the Participant will have the right to lodge a complaint to the supervisory authority, i.e. the President of the Office for Personal Data Protection.
9. The Participant's provision of personal data is voluntary but necessary for it to participate in the Contest.
10. The Participant's personal data will be processed for the time necessary to fulfil the Organiser's purpose as indicated in sec. 2 above. Personal data processed in connection with marketing activities will be processed for the duration of their conduct by the Organiser or until the Participant objects to its further processing unless there are further legitimate grounds for the processing of personal data for marketing purposes or until the consent referred to in sec. 4 above is revoked.

§ 14

Procedure for the Submission and Handling of Complaints

1. Any complaints regarding the Contest must be made by e-mail message sent to pmd@eizba.pl no later than 3 days after the date of the Award Ceremony.
2. The date of lodging a complaint is deemed to be the date of its receipt on the Organiser's e-mail server.
3. Complaints received by the Organiser after the above-stated time will not be considered.
4. The complaint should contain the first name, surname, and the electronic mail address (e-mail) of the complainant, data of the Participant on behalf of whom the complainant acts, as well as the reason for the complaint and the claim made in connection with the complaint.
5. Complaints will be considered by the Organiser within 21 (twenty-one) days of receipt.

6. The complainant will be notified of the result of the complaint via electronic mail (e-mail) to the e-mail address provided in the complaint.
7. The decision of the Organiser refusing to accept the complaint and/or the claim of the complainant may not be appealed against to any of the Organiser's bodies.

§ 15

Final Provisions

1. The Terms and Conditions are available at the Organiser's office and on the Contest Website.
2. The Terms and Conditions enter into force once they have been published on the Contest Website.
3. If nothing else arises from the provisions of the Terms and Conditions, the Participant should contact the Organiser via the following e-mail address: pmd@eizba.pl.
4. The Participants are obliged to adhere to the provisions of the Terms and Conditions.
5. The Organiser reserves the right to confer additional awards or distinctions at its own discretion and according to its arbitrary judgement.
6. Any disputes related to the Contest will be settled by the court having jurisdiction in the Śródmieście district of the capital city of Warsaw.
7. The Organiser reserves the right to make the final decision, change the Terms and Conditions, and cancel the Contest. In the event of any change to the Terms and Conditions or cancellation of the Contest, the Organiser will immediately publish relevant information on the Contest Website and inform the Participants by sending them an e-mail message about the change.
8. The Auditor of the Contest is the company Sowiński i Partnerzy Kancelaria Radców Prawnych i Doradcy Podatkowego sp. p. with its seat in Poznań, Wrocławska St. 6/42, 61-837 Poznań.