

## “MAMELA” COMPETITION REGULATIONS

The campaign is aimed at building social attitudes of preventing exclusion. The key part of the Campaign is a competition in which Participants create their own versions of the “Mamela” song.

### I GENERAL PROVISIONS

1. The Organising Party of “Mamela” competition is “Byka za Rogi” Foundation, with its registered address at ul. Parkowa 6, 05-092 Łomianki, registered by the District Court for the Capital City of Warsaw in Warsaw, 12<sup>th</sup> Economic Division of the National Court Register, Register entry: 28 June 2016, KRS 0000638393, NIP (tax ID) 7010618656 (hereinafter: the Organising Party).
2. The key medium of the campaign shall be [www.mamela.pl](http://www.mamela.pl) website.
3. Participants of the Competition shall develop a creative version of “Mamela” song (lyrics and music by Tadeusz Woźniak) and present it in the form of a music video.
4. A music video shall mean an artistic presentation that combines sound and image in a consistent artistic message.
5. In order to take part in the Competition, potential Participants shall be able to download materials to help them prepare their own version of the song from the “Download” tab. The Participant may only use the said materials to prepare their own submission for the Competition.
6. The Competition prizes have been funded by:
  - Warsaw Film School, ul. gen. J. Zajączka 7, 01-518 Warsaw
  - Dr Irena Eris S.A. Capital Group, ul. Armii Krajowej 12, 05-500 Piaseczno
  - “Byka za Rogi” Foundation, ul. Parkowej 6, 05-092 Łomianki
  - Studio Kros, ul. Syrokomli 28d, 03-335 Warsaw

### II SUBMISSIONS

1. Submissions for the **“Mamela” Competition** may be made by:
  - a) Adults with full legal capacity,
  - b) Minors provided that their submissions are made by their legal guardians,
  - c) Schools or cultural institutions whose submissions in the Competition shall be made by the manager of the facility or a person delegated by the manager.
  - d) The following persons shall be excluded from the “Mamela” Competition: employees of the Competition Organising Party, employees of the Foundation, and individuals with family or business relations with the Jury members.
  - e) Participation in the Competition shall consist in the development and submission of the Participant’s own version of the **“Mamela”** song in one or more of the categories specified in Section III.
  - f) Only submissions related to the subject matter of the Competition shall be accepted.
2. The Organising Party and the Company shall have the right to refuse to qualify a Participant if their manner of submission is in violation with these Regulations, and due to other violations of these Regulations.
3. Deadline for Submissions: persons interested in participating in the Competition may send their Competition Submissions from 9.00 a.m. on 1 March 2020 until 11.59 p.m. on 30 October 2020.

### III COMPETITION CATEGORIES

In order to conduct the Competition, the following categories have been identified, in which Competition Participants may make their submissions:

- a) the most interesting performance of “**Mamela**” song,
  - b) the most interesting cinematography for “**Mamela**” song,
  - c) the most interesting animation,
  - d) the most interesting screenplay,
  - e) the most interesting music video (combined voice, screenplay and cinematography),
- “**Mamela for Everyone**” prize – general impression – voting at [www.mamela.pl](http://www.mamela.pl)
  - “Mamela for Advanced Participants” – general impression – Jury’s evaluation.  
Advanced Participants shall mean students of art schools and everyone who is professionally involved in music and film creation.

### IV ABOUT THE COMPETITION

1. In order to become a Competition Participant, the interested person should meet the requirements specified in Section II, complete the submission form at [www.mamela.pl](http://www.mamela.pl) under “Make a submission” tab and read the Competition Regulations and website Privacy Policy.
2. A Competition Participant shall read the provisions on personal data and confirm the fact online at [www.mamela.pl](http://www.mamela.pl) in the relevant box when sending their submission in the Competition.
3. The submission in the Competition may not contain content that might:
  - a) have been published in bad faith, e.g. with the intention to violate third party’s personal rights;
  - b) violate any third party’s rights, including rights relating to the protection of copyrights and related rights, the protection of industrial property rights, business secrecy or similar rights;
  - c) be offensive in nature or constitute a threat towards others,
  - d) include foul language (e.g. by using obscenities or words commonly considered as offensive),
  - e) otherwise violate the provisions of these Regulations, good manners, applicable provisions of the law, social or moral norms.
- f) When completing the Submission form (under the tab: About the competition > Send submission, in the About you... box), please state if you are a **beginner** or an **advanced** Participant.

### V VOTING AND JURY

1. Following the expiry of the deadline for submissions specified in Section II item 3, a Jury specifically appointed for the Competition shall evaluate submissions in categories 1–5 until 30 November 2020. The Jury shall work between 1 November 2020 and 30 November 2020.
2. The Jury, appointed by “Byka za rogi” Foundation in consultation with the Warsaw Film School and the author of “**Mamela**” song, Tadeusz Woźniak, shall evaluate the submissions in categories a–e specified in Section III. The work of the Jury shall be regulated by the Organising Party of the Competition.
3. All Submissions shall be evaluated by the general audience in an open vote using online tools dedicated for online voting.
4. The winner selected by the online vote shall be awarded the “Mamela for Everyone” prize.
5. Winners of the Competition shall be notified of their prizes by e-mail to the address they indicated in their Competition Submission. A list of winners shall also be posted on the Competition website after 10 December 2020.

6. The Jury and the Organising Party of the Competition may award special prizes in addition to prizes specified in Section III.

## VI PRIZES

1. Winners of the Competition shall receive the following prizes:

a) Participation in a 5-day film techniques workshop that will be held at the Warsaw Film School, including catering and accommodation, of the value of PLN 5,000. The workshop includes:

- Cinematography workshop,
- Film editing workshop,
- Animation techniques workshop,

b) The Jury shall award the following prizes to winners:

- Horse-riding course at Stajnia Prowincja stables in Łomianki near Warsaw, including 5 horse-riding lessons including catering, accommodation and transportation from Warsaw, of the value of PLN 3,000, sponsored by “Byka za Rogi” Foundation.
- Stay at one of Dr. Irena Eris Spa Hotels – one to be chosen from: Krynica Zdrój, Wzgórza Dylewskie or Polanica Zdrój. The stay shall include accommodation in a double standard room and catering: a buffet breakfast and dinner. The dates of the Winner’s stay at a Dr. Irena Eris Spa shall be agreed between the Winner and Dr. Irena Eris. The prize does not include transfers to and from the hotel. Value: PLN 4,000.

2. The film workshop shall be held in January 2021 and its precise date shall be specified until 1 November 2020.

3. The Organising Parties shall provide the following to the winners: accommodation, local transportation and 3 meals a day. The winners are welcome to come with an accompanying person. The Participants shall cover the costs of travel to Warsaw.

4. The winners shall sign off for their prizes to enable the payment of a tax at the rate of 11.11% of the gross market value of the prize to the relevant Tax Office account (under Article 30(1) item 2 of the Act on personal income tax dated 26 July 1991).

5. The official gala where the Competition prizes are presented will be held at Kino Elektronik in Warsaw in January 2021.

6. Transfer of the right in the Prize to third parties shall not be allowed.

7. Payment of the money equivalent of the Prize shall not be allowed.

If the Winner resigns from their Prize, the Jury shall award it to the next best Competition Participant.

## VII PRESENTATION OF PRIZES

1. The official presentation of prizes shall be held at Kino Elektronik in Warsaw in January 2021 during the **“Mamela” Gala** (the final date shall be specified with the publication of the names of the winners).

2. If it is not possible to deliver the prize for reasons attributable to the Competition Winner (e.g. due to an invalid e-mail or residence address), the prize shall be left for the discretion of the Organising Party.

## VIII PERSONAL DATA PROTECTION

1. The personal data controller shall be “Byka za Rogi” Foundation, with its registered address at ul. Parkowa 6, 05-092 Łomianki, registered by the District Court for the Capital City of Warsaw in Warsaw, 12<sup>th</sup> Economic Division of the National Court Register, Register entry: 28 June 2016, KRS 0000638393. All matters related to the protection of personal data of Competition Participants shall be set forth in these Competition Regulations.
2. The Foundation shall process personal data of Participants in order to conduct the Competition. The legal basis for data processing shall be Regulation of the European Parliament and the Council (EU) 2016/679 (GDPR).
3. The legal basis for the processing of personal data shall be the consent of the Competition Participant expressed through the acceptance of these Regulations (Article 6(1)(a) of the GDPR).
4. The controller may transfer personal data of Competition Participants solely to trusted recipients such as public authorities or other entities authorised under the law, in order to perform the obligations of the Company, to IT services and mail hosting recipients.
5. The personal data of Participants shall be used for conducting the Competition until it is ended and the prizes are awarded, and to the extent to which the processing of personal data of Participants is performed under their consent – until withdrawal of such consent. Personal data of Competition Participants may be kept by the Foundation for the purposes of establishing or pursuing claims, or defence against claims, until the expiry of the limitation period for such claims + 1 year, counting from the end of the calendar year in which such limitation period expired.
6. Given that the Foundation processes personal data, the Competition Participant shall have the right to:
  - a) obtain access to their personal data,
  - b) request rectification of their personal data,
  - c) request to limit the processing of their personal data,
  - d) object to the processing of their personal data,
  - e) transfer their personal data (processed under the agreement).
7. To the extent to which personal data processing is performed under the Competition Participant’s consent, the Participant shall have the right to withdraw their consent at any time, without prejudice to the compliance of processing.
8. If it is determined that the processing of personal data by the Foundation is in violation of the provisions of the GDPR, the Competition Participant shall have the right to file a complaint to the regulatory authority (President of the Office for Personal Data Protection).
9. Failure to provide personal data shall prevent the Participant’s submission from being considered in the Competition and the submission shall be cancelled.

## IX COPYRIGHT

1. The author of the song agrees to the processing of the song and the music video for “Mamela” solely for the purposes of preparing a Submission in the Competition. Any other uses of parts or entirety of the “Mamela” song shall require the author’s consent.
2. Competition Participants shall maintain all their rights in their works. Upon their submission in the Competition, the Participants agree for the Foundation and the author of the song, Tadeusz

Woźniak, to use the Participants' works for the promotion and dissemination of information about the Competition and for further editions of the Competition in the following years when it is conducted, without time constraints.

3. By joining the Competition, the Participant declares that:

- a) they hold an exclusive copyright to the work submitted in the Competition (in the meaning of the Act of 4 February 1994 on copyright and related rights),
- b) the work submitted in the Competition is the result of the Participant's own creative work,
- c) the work submitted in the Competition is original, not previously published or not previously rewarded in other competitions,
- d) the work submitted in the Competition shall not violate any copyrights or other third party rights. If the use of a Submission in the Competition by the Organising Party violates the copyrights or any other third party rights, the Participant shall be obliged to exclusively and fully remedy any and all damages that is or may be incurred by the Organising Party or any third parties, and to satisfy all legally justified claims thereunder of the Organising Party or third parties.

4. The Participant hereby declares that upon joining the Competition, the Participant shall grant the Organising Party a free, non-exclusive licence unlimited in time and territory to use the Submission at the discretion of the Organising Party in the following fields of use:

- a) use or dissemination of the Submission in full or in part,
- b) permanent or temporary recording or reproduction in full or in part using any technique, including printing, reprography, magnetic and digital techniques, and production of copies of the Submission using any technique, including printing, reprography, magnetic and digital techniques, as well as entry in the memory of a computer or another device,
- c) dissemination of the Submission, including public performance, exhibition, display, playing, broadcasting and rebroadcasting, and making the Submission publicly accessible so as to enable anyone to access it at any place and time, including via the Internet, including on [www.mamela.pl](http://www.mamela.pl) website.

#### X FINAL PROVISIONS

1. These Competition Regulation shall be available at the registered address of the Organising Party and at <http://www.mamela.pl>.

2. The Organising Party shall reserve the right to amend these Regulations at any time without the need to provide reasons, provided this does not violate the acquired rights of Participants. Amendments to these Regulations shall become effective each time as specified by the Organising Party. Amendments to these Regulations shall be published in the same manner as these Regulations.

3. The Organising Party shall not be liable for untimely delivery of Submissions in the Competition due to technical issues not attributable to it.

4. In matters unregulated by these Regulations, the relevant provisions of the Civil Code shall apply.