



## "Stars of CEDE 2023" Contest Rules and Regulations



### § 1 Definitions

1. The meanings of the concepts and definitions used in these Rules and Regulations are presented below:
  - 1.1. **Organiser** – EXACTUS Ewa Mastalerz, Marek Wiktorowski sp.j. located in Łódź, Al. Kościuszki 17, Ip. (90-418 Łódź), entered into the National Court Register, under KRS number 0000090731; NIP: 7250014679; code: 470502921;
  - 1.2. **CEDE 2023** – Central European Dental Exhibition, taking place from September 21 to September 23, 2023 at the EXPO-Łódź grounds at 4 Politechniki Avenue in Łódź; organised by the Organiser;
  - 1.3. **Contest** – a contest organised under the name "Stars of CEDE 2023" on the principles specified by these Rules and Regulations;
  - 1.4. **Rules and Regulations** – these Contest Rules and Regulations;
  - 1.5. **Jury** – a team of experts consisting of representatives of scientific circles and branch organizations;
  - 1.6. **Participant** – the manufacturer or distributor of a Product, who is also an exhibitor or co-exhibitor of CEDE 2023, registered on the online platform available at [www.cede.pl](http://www.cede.pl);
  - 1.7. **Product** – dental product, available on the Polish dental market, entered into the Contest under the terms of these Rules and Regulations, in one the following categories:
    - 1.7.1. dental
      - equipment;
      - materials;
      - prophylaxis;
      - IT and dental education;
    - 1.7.2. dental technician
      - equipment;
      - materials;
      - IT and dental education;
  - 1.8. **Exhibitor / Co-exhibitor** – the producer or distributor of the Product, who is also a CEDE 2023 registered exhibitor or co-exhibitor through the Exhibitors Panel, available at [www.cede.pl](http://www.cede.pl);
  - 1.9. **The Prize** – the prizes described in § 5 point 3 hereof.

### § 2 General Provisions

1. These Rules and Regulations specify the terms and conditions of the Contest organised under the name "Stars of CEDE 2023".
2. The Contest is organised in the territory of the Republic of Poland.
3. Products entered in the competition should exhibit particular properties in terms of:

- 3.1. functionality and utility value,
  - 3.2. modern structural and technological solutions
  - 3.3. quality and reliability of operation
  - 3.4. availability on the Polish market
  - 3.5. service network.
4. A product can be awarded only once. The Exhibitor can re-apply for the award only after implementing significant structural and technical changes to the Product.
  5. Participation in the Contest is voluntary and paid – in accordance with conditions specified in § 3 of the Regulations.
  6. The Contest is not a game of chance or a mutual bet, the outcome of which depends particularly on chance as is understood within the meaning of the Act of 19 November 2009 on gambling (Dz. U. of 2016., pos. 471).

### **§ 3 The terms for the submission of a Product for the Contest**

1. The Product may be submitted to the Contest from June 6, 2023 to August 4, 2023.
2. The submission of a Product can be made by the manufacturer or distributor of the Product, who at the same time is an exhibitor or co-exhibitor of CEDE 2023, registered on the online platform, available at [www.cede.pl](http://www.cede.pl).
3. In the case of submissions to the Contest of the same Product by several entities entitled to submit within the meaning of paragraph 2 above, participation in the Contest will be determined by the time of the submission.
4. The Exhibitor is entitled to submit one Product in each of the categories defined in § 1 point 1.7. The Exhibitor is permitted to submit only one Product in the chosen category.
5. The submission of a Product for the Contest is done via the on-line form available in the "Exhibitor's Panel" at [www.cede.pl](http://www.cede.pl).
6. To participate in the Competition, the following conditions must be met:
  - 6.1. filling in the GK application form – "Entry of a product for the CEDE 2023 Stars Competition" containing, among others, an abbreviated product description (300 characters including spaces) and a product photo (max. 180 x 250 px width x height, 72 dpi) to be placed on [www.cede.pl](http://www.cede.pl);
  - 6.2. attachment to the application of 8 sets of the following materials in Polish: comprehensive product description, a copy of the certificate, a photograph of the product, documentation justifying the high value of the product such as: technical description, comparative national and foreign analyses, users' opinions, test results, etc. The materials will be sent to the members of the Jury and one copy will be kept by the Organiser;
  - 6.3. making the required payment to the Exactus sp.j. bank account in the amount and by the deadline specified in the application form;
  - 6.4. sending a complete application by mail or courier to the address of Exactus sp.j. office by August 14, 2023. Failure to deliver the complete set of materials by this deadline is equivalent to withdrawal of the product/products from the Contest.
7. If several products are submitted to the Contest, a separate application must be filled out for each product and the appropriate fee paid.

8. The Exhibitor can make changes in the submission of the Product to the Contest till August 4, 2023.
9. The Exhibitor is obliged to make the Product, which was submitted for the Contest, available at the stand during the entire CEDE 2023 exhibition, and in particular to present the Product submitted for the Contest on September 21, 2023 at his stand during CEDE 2023, mark the Product and provide the Jury with information necessary for the final assessment of the Product.
10. Products will not qualify for the Contest, if:
  - 10.1. There remain pending judicial or court disputes as to the rights to these Products;
  - 10.2. Submitted Products are not original;
  - 10.3. Product submission to the Contest does not meet the conditions referred to in §3 point 6.
11. The Organiser reserves the right to reject the submission of the Product to the Contest if the Product is inconsistent with the profile of the exhibition.
12. The Organiser will send any information about the rejection of a Product to qualify for the Contest and the reasons for the rejection to the address given in the Exhibitors' Panel at [www.cede.pl](http://www.cede.pl).
13. In case of Exhibitor's / Co-Exhibitor's resignation from the participation in the Exhibition, the submitted products are automatically withdrawn from the Competition.

#### **§ 4 Rules of judging products participating in the Contest**

1. Judging of products submitted to the competition is performed by the Jury composed of eminent specialists in particular fields of dentistry
2. The Jury evaluates the products on the basis of:
  - 2.1. the "Product Application for the CEDE 2023 Stars Competition" received from the Organiser together with its description,
  - 2.2. visual inspection of the product and, if necessary, obtaining additional information required for the final assessment.
3. Products submitted to the Contest should be available for final judging on the first day of the Exhibition (September 21, 2023).
4. The submitted product will not be evaluated by the Jury if the application does not comply with these Regulations, and in particular if the attached materials do not allow for preliminary product evaluation.
5. The Jury's proceedings and voting shall be closed to the public.
6. The decisions of the Jury are final.
7. Voting Regulations of the Jury in the CEDE Stars 2023 Contest available as Appendix 1 to these Regulations.

#### **§ 5 Announcement of the results of the Contest and Prizes**

1. The announcement of the results of the Contest and awarding of prizes will be held on September 21, 2023 during the evening ceremony.
2. The Contest results will be published at [www.cede.pl](http://www.cede.pl) and social media devoted to CEDE 2023.
3. The Prizes in the Contest are:

- 3.1. commemorative statues;
- 3.2. diplomas of recognition;
- 3.3. presentation of the winning Products which will take place on September 22 and 23, 2023 on the screens during CEDE 2023.
4. Prizes in the Contest will be funded by the Organiser.
5. Products awarded in the CEDE 2023 Stars Competition may be promoted and advertised using the award and the CEDE ® 2023 logo.

## **§ 6 Responsibility**

1. The Organiser shall be liable only for the organisation and proper conduct of the Contest with the exception of circumstances attributable solely to the Participant or motivated by external causes, which could not be foreseen (force majeure), as well as circumstances beyond the control of the Organiser, despite operating with the utmost care.
2. The Exhibitor submitting a Product to the Contest declares that he holds the rights to the Product, including, in particular within the meaning of the Act of February 4, 1994 on Copyright and Related Rights (Journal of Laws of 2016., Pos. 666) as well as existing intellectual property rights within the meaning of the Act of June 30, 2000. Industrial property law (Journal of Laws of 2013., Pos.1410) the Product is not burdened with rights of third parties, nor has any other legal faults.
3. By submitting a Product, the Exhibitor declares that he is entitled to use the materials, referred to in § 3 point 6, and that there is no infringement of third party rights.
4. The Exhibitor submitting a Product to the Contest shall be required to satisfy all claims of third parties reported in connection with the use of the materials referred to in § 3 point 6, by the Organiser, and in the case of these claims being satisfied by the Organiser, to reimburse the Organiser for all expenses incurred for their satisfaction, as well as costs arising from the need for defense against such claims, including the costs of court proceedings and legal assistance.
5. The Organiser reserves the right to distribute without territorial and time restrictions all works of text, images, video footage, interviews and audio materials referred to in §3 point 6 also for publicity needs related to the activities of the Organiser.
6. The authorization referred to in § 6 point 5 refers to all known fields of use, in particular:
  - 6.1. recording and/or reproduction by any means, including print, photographic film, digitally;
  - 6.2. to make publicly available in such a way that any individual may have access to the works or objects of related rights in a place and time of their choice (including sharing on the Internet, e.g. as part of any Internet site and any services paid or unpaid), and as part of any telecommunication service using any systems and equipment;
  - 6.3. introducing to the market;
  - 6.4. public performance and/or playing in public;
  - 6.5. exhibit and/or display;
  - 6.6. entering to computer memory and computer network and/or multimedia;
  - 6.7. rental and/or lending;
  - 6.8. broadcasting using video and/or audio by cable and wireless via a ground station and/or via satellite;

- 6.9. entering into telecommunication networks;
- 6.10. to make publicly available in such a way so that anyone has access at the time and place of their choice (such as sharing on the internet and through any telecommunication service).
7. The authorization referred to in § 6 point 5, also includes consent to the exercising by the Organiser subsidiary rights and is not limited in time or territorially – refers both to the Polish territory, as well as to other countries.
8. The authorization referred to in § 6 point 5, is free of charge.

### **§ 7 Complaints**

1. Complaints regarding the Contest may be filed from the date of announcement of the Contest results on September 22, 2023 until September 30, 2023.
2. Complaints relating to the Contest can be directed to the Contest Organiser, at the following address: [cede@cede.pl](mailto:cede@cede.pl).
3. The complaint should include:
  - 3.1. the indication of the name and surname or the exact name of the Participant;
  - 3.2. the exact address of the Participant;
  - 3.3. the grounds of the complaint;
  - 3.4. signature of Participant or the person authorized to represent the Participant.
4. Complaints will be considered by the Organiser within 7 days from the date of receipt.
5. The Participant who submits a claim will be notified by the Organiser of the consideration by e-mail no later than 7 days from the date of consideration of the complaint by the Organiser.

### **§ 8 Protection of Personal Data**

#### **Our data protection works and cookies policy**

Exactus Sp.j. must process personal data as part of its day-to-day business. We care about your privacy, and we strive for high levels of security in our work with data protection. It is important to us that everyone affected is confident about the methods we use to process personal data. Our data protection policy outlines, among other things, which types of personal data we process and the respective storage periods.

Do you want to know if we have stored any personal data related to you? Or have you found inaccuracies in the data we have stored about you? If so, you may file a request to our data protection service for rectification or erasure of your personal data. More information about your rights can be found in the policy.

## **Our data protection policy**

At EXACTUS Sp.j., we care about your personal privacy. We strive to maintain a high level of security in our work with data protection. This policy describes how we gather and use personal data and how we work to protect this data using both technological and organizational safeguards. "Personal data" refers to all types of data that can be linked to you as a living, natural person. The policy also describes your rights with regard to how we process your personal data and how you can exercise these rights.

EXACTUS Sp.j. processes personal data in accordance with the General Data Protection Regulation (Regulation No. 2016/679 of the European Parliament and of the Council, also called "GDPR").

## **Personal data controller**

The personal data controller is EXACTUS Sp.j., VAT EU PL7250014679, at the address Al. Kosciuszki 17 1<sup>st</sup> floor, 90-418 Łódź, Poland.

## **Which personal data does EXACTUS Sp.j. process?**

The personal data we process depends on your relationship with us. We have described in the following table the most common categories of personal data that we process. We gather the information directly from you, from our partners or from publicly available registers. This data may also be gathered via digital channels, for example when you visit one of our websites or use a mobile app.

EXACTUS Sp.j. does not gather personal data from children.

In some cases, we gather personal data from you, but the data refers to someone else. For example, if you buy a ticket to an event, you can sometimes purchase person-specific tickets to multiple people or register multiple people to activities during an event. If you are an exhibitor, you may also register in the same way the people who will be working at your stand or register several contact persons in your organization. In such situations, we assume that the person who provides us with the personal data of other people has their consent or in some other way has a valid reason for providing us with this information. We will inform concerned persons about our personal data processing policy during our first contact with them.

<b>Your role</b>	<b>Examples of personal data we process</b>
Visitor	Name, profession, academic title, specialisation, contact details, visit history
Guest	Name, profession, academic title, specialisation, contact details, visit history
Congress/Conference participant	Name, profession, academic title, specialisation, contact details, invoicing information, visit history
Participant in competition	Name, profession, academic title, specialisation, contact details, visit history
Lecturer/Speaker	Name, profession, academic title, specialisation, contact details, personal data for agreement, visit history
Staff	Name, contact details, personal data for agreement
Exhibitor	Company, contact details, company profile, contact person details, invoicing information, purchase history

Stand builder	Company, contact details, contact person details, invoicing information, purchase history
Partner	Name, position, company/organization, contact details, dialogue history
Journalist/Media Representative	Name, position, company/organization, contact details, visit history

In addition to the examples above, we may gather data about IP addresses and the digital device you are using, for example when you visit one of our websites. Exactus Sp.j.'s websites also use "cookies" when you visit our websites. More information about how Exactus Sp.j. uses cookies is provided in our cookies policy.

Your personal data can also be found in different types of data logs that are necessary for several of our digital systems to function properly. These logs refer to, for example, access to information, incoming and outgoing emails.

We also occasionally document our events with photos, video recordings or audio recordings, and these may sometimes constitute personal data.

Please note that Exactus Sp.j. does not gather any information about credit card payments. All payment information is handled by third-party suppliers, who are independent controllers for the processing.

### **Legal basis and purpose for processing personal data**

Exactus Sp.j. processes personal data for several different purposes. The primary purposes are so that we can

- Process orders, purchases, customer service matters and communication with visitors, exhibitors congress participants and others
- Document, evaluate, develop and market our operations
- Fulfill our commitments as partners and a member of society
- Stop fraud and prevent crime

Marketing mailings from us always offer the possibility of "opting out" of future similar mailings. All processing of personal data that Exactus Sp.j. carries out can be justified based on one or several of the following legal grounds:

#### *Compliance with a legal obligation*

Example: We need to process some personal data to fulfill the requirements set out in the Accounting Act.

#### *Contractual necessity*

Example: When you receive a ticket online to one of our events, we must obtain some personal data from you, so we can send you the ticket. If you are an exhibitor at an event, we must process your personal data to be able to deliver ordered services and invoice what you have ordered.

#### *Legitimate interest*

Example: If you are professionally active in a certain industry and Exactus Sp.j. organises an event in this industry, we may contact you to market the event. We believe that our interests as a company in marketing our events override your interests as a professional not to be subject to marketing. Contact us if you would like more information about the assessment we have made in this matter.

### *Consent*

Example: When you subscribe to one of our newsletters or participate in one of our competitions, we ask if you consent to us processing your personal data. In cases where processing is justified only by consent, you may withdraw your consent at any time and request that we cease with the processing in question. Contact us if you would like to withdraw your consent.

With regard to photos, video recordings and audio recordings, Exactus Sp.j. has a legitimate interest in documenting its operations. This means, for example, that general photos (“exhibition crowds” or “mingle shots”) may be used without every individual person in the picture being asked for consent. The right to use photos where individuals are in focus is regulated in a separate agreement with our professional contacts, for example exhibitors and partners. If you have not signed such an agreement with Exactus Sp.j., for example if you are a visitor to one of our events, we must ask for your consent at the time the photo is taken before we may use a photo where you are in focus. The same applies to video and audio recordings.

### **Storage periods and safeguards**

To protect your personal data from loss, damage or unauthorized processing, Exactus Sp.j. constantly works to maintain and improve a number of different safeguards. This applies to physical protection (for example of persons, IT infrastructure and buildings), information security (for example against infringement of IT systems, virus attacks and through back-ups) and organizational protection (for example that only those who need it in their daily work have access to your personal data).

We store your personal data as long as it is necessary to fulfill the purposes described above. The data is then erased or anonymized in a secure manner, so it can no longer be linked to you. Unless agreed otherwise, and if the law does not require us to keep the data longer, the storage periods set out below apply. If you would like us to terminate the storage of your personal data earlier than this, you may request that we do so. See the section entitled “Your rights”.

### *Photos, video recordings and audio recordings*

Recordings that document our operations will be saved for different periods of time depending on the purpose. If they are of future historical interest, we will save them as long as the technological lifetime allows.

### **Transfer of personal data to others**

Exactus Sp.j. will never sell your data to a third party if we have not received your consent to do so. However, we may turn over your personal data to the following categories of recipients:

#### *Authorities*

Example: Exactus Sp.j. may turn over necessary information to authorities such as the Polish Police or the Polish Tax Agency if we are obligated to do so by law.

#### *Another company in the Group*

Example: If Exactus Sp.j. forms a subsidiary for one of our events, this company may process your personal data. In the event personal data has been gathered in accordance with this data protection policy, a corresponding protection level also applies in the other company.

#### *Another personal data controller (with Exactus Sp. j as a partner)*

Example: If Exactus Sp.j. arranges an event in cooperation with another organization, for



example a trade association, both Exactus Sp.j. and the trade association will have access to your personal data. Both parties are then personal data controllers for their own processing of your personal data.

*Another personal data controller (with Exactus Sp.j. as a personal data processor)*

Example: If Exactus Sp.j. arranges an event on behalf of another organization, Exactus Sp.j. as the processor will process personal data on behalf of this organization. In this case, the other organization is the controller. Given such an arrangement, we will enter into a processor agreement that clearly specifies which personal data processing Exactus Sp.j. may carry out and for how long.

*Processor (with Exactus Sp.j. as the controller)*

Example: If Exactus Sp.j. employs another organization to carry out certain services on its behalf – for example seminar bookings, ticket sales, transports, telemarketing or the operation of IT systems – this could mean either that the organization gathers personal data for us, or needs access to the personal data Exactus Sp.j. has gathered. In this case, we are the controller and the other organization is the processor. We then enter into a processor agreement with the aim of ensuring that personal data is processed correctly and securely.

*Exhibitors at trade fairs – lead track*

At trade fairs and other events not open to the public, exhibitors at Exactus Sp.j. can purchase a lead track service. If you visit a trade fair and agree to let an exhibitor scan your name tag, you consent to Exactus Sp.j. giving out your registered personal data to the exhibitor in question.

*Transfer of personal data to countries outside the EU/EEA*

Exactus Sp.j.'s basic principle is that we do not transfer personal data to organizations outside of the EU/EEA. The exception is operations conducted in a third country that is considered to have an adequate protection level in accordance with the European Commission's decision under Article 45 of the GDPR.

If an exhibitor who has purchased the lead track service (this service is offered at certain trade fairs) comes from a country outside the EU/EEA, it is possible that the exhibitor will transfer scanned visitor information to its home country. If you are a visitor at a trade fair and you do not want this to happen, you should decline when such exhibitors ask if they can scan your name tag.

*Links in Exactus Sp.j.'s digital channels*

There may be links in Exactus Sp.j.'s digital channels (e.g. our websites) that lead to other digital channels which are governed by privacy protection rules other than those set out here. In these cases, Exactus Sp.j. is not responsible for any data or processing of data in another organization's digital channel.

## **Your rights**

According to GDPR, if you are listed in a register, you have a number of rights vis-a-vis Exactus Sp.j. If you would like to exercise these rights, please send us an e-mail: [info@exactus.pl](mailto:info@exactus.pl) or send a letter to:

Exactus Sp.j.

Al. Kosciuszki 17 1<sup>st</sup> floor

90-418 Łódź, Poland

Regardless of whether you submit your request via e-mail or through a letter, we will respond within 30 days, calculated from the date that we were able to verify your identity. In order to protect you and your personal data, Exactus Sp.j. will not turn over data to anyone whose identity has not been verified. If we, regardless of the reason, cannot fulfill your request, we will explain why.

For all rights listed below, if you so desire, you may request that we extend your request to our partners, if we have shared your personal data with any of them.

#### *Right of access to your personal data*

You are entitled to obtain confirmation as to whether Exactus Sp.j. is processing your personal data and in such a case obtain a summary of the personal data in question. Most of Exactus Sp.j.'s systems use email addresses as identifiers, and we will therefore normally deliver the copy of the data digitally to your email address.

#### *Right to rectification*

Exactus Sp.j. strives to ensure that all data processed by us is accurate. If you discover inaccuracies in your data, you may request that we rectify the inaccurate data. We will then rectify the error.

#### *Right to data portability*

If you would like to receive your personal data from Exactus Sp.j. in order to be able to use it elsewhere, you are entitled in some cases to receive the data in a structured, commonly used and machine-readable format and transmit it to another controller. However, this assumes that the transfer is technically feasible, that the other party accepts the formats we provide and that this can occur with reasonable effort on our part.

Given the limited volume of personal data that Exactus Sp.j. processes, it will almost always be easier for you to provide the other party with your personal data. Please also note that this right is limited to data that is processed with your consent or to fulfill contractual obligations with you and that it only applies to the personal data you have submitted yourself.

#### *Right to restriction of processing*

If you would like Exactus Sp.j. to process your personal data only for limited purposes, you can request a restriction of processing. This applies, for example, if you consider the information to be inaccurate, that our processing is unlawful, that we no longer need the data for the purpose of the processing, or when you have objected to processing on the grounds of legitimate interests pending the verification of whether our interest overrides your interest. We will then mark the data to ensure that it does not become subject to additional processing and cannot be changed.

#### *Right to erasure ("right to be forgotten")*

If you would like us to cease all processing of your personal data, you may request erasure in some cases. We will then erase all data that can be linked to you as a person.

#### **If you think we have made a mistake**

If you consider Exactus Sp.j.'s processing of your personal data to be in conflict with applicable legislation, or that we have processed a request from you improperly when you wanted to exercise your rights in accordance with the above, you may report this to the Polish Data Protection Authority (Privacy Protection Authority).

## **We use cookies**

A cookie is a small text file stored on your computer. Cookies are used on websites to customize various features to the visitor. They are also used to create visitor statistics or to see how the visitor navigated the site.

There are two types of cookies. One type saves a file for a longer time on your computer. It is used for various functions that tell you what is new since you last visited Exactus Sp.j. site.

Another type of cookie is called a session cookie. They are stored only in your computer while you are visiting a website. In this way, the computer can, among other things, keep track of what language you have selected.

Exactus Sp.j. uses cookies but if you do not want cookies to be stored on your computer, you can change the settings in your browser. To manage the cookie settings, choose the web browser/system from the list below and follow the instructions:

- Internet Explorer
- Chrome
- Safari
- Firefox
- Opera
- Android
- Safari (iOS)
- Windows Phone
- Blackberry

## **§ 9 Final Provisions**

1. The content of these Rules and Regulations has been made available at the Organiser's office at Al. Kościuszki 17 1<sup>st</sup> floor in Łódź, Poland. Content of the Rules and Regulations is made available free of charge in a form allowing for downloading, printing and consolidation at any time from the website of the Organiser, available at: [www.cede.pl](http://www.cede.pl).
2. The Organiser shall have the right to change these Rules and Regulations, about which the Organiser will inform the Participants at least 14 days before the amendments come into force. If the Participant does not accept the new Rules and Regulations, he will be obliged to notify the Organiser of this fact prior to the Rules and Rules coming into force. Lack of acceptance of the new version of the Rules and Regulations means the Participant will be unregistered from the Participants database. Failure to inform the Organiser by the Participant prior to the entry into force of the Rules and Regulations will mean an acceptance of the amendments to the Regulations.
3. The Organiser will inform about any amendments to the Regulations on the website, available at: [www.cede.pl](http://www.cede.pl) and by sending an e-mail to the supplied Participant's e-mail address.
4. In matters not regulated herein, relevant provisions of Polish law will be applied.
5. In the event of a dispute relating to the Contest, the sides will in the first place try to resolve it amicably, if this proves impossible, the parties shall submit the dispute to be resolved by the relevant common court.
6. These Rules and Regulations come into force on the June 5, 2023.