

RULES FOR COLLECTING POINTS OF THE VEB2023 APPLICATION

The VEB2023 application is owned by Veszprém-Balaton 2023 JSC. VEB2023 is a downloadable programme promotion application where tickets can be bought for the cultural events, festivals and in-programme events (performances, films, concerts, etc.) realised in the framework of the "Veszprém-Balaton 2023 European Capital of Culture" programme.

By using the application and by active participation, points may be collected in accordance with the rules set out in this document.

1. Definitions

Organiser: Veszprém-Balaton 2023 Joint Stock Company (registered office: 8200 Veszprém, Óváros tér 26., company registration number: Cg. 19-10-500277, tax number: 23701142-2-19) hereinafter referred to as the "Organiser")

User: Natural persons who accept and comply with the terms and conditions of use set out in these Rules.

Collecting Points: through the activities set out in these Rules and the active participation, the User will earn points.

2. Procedure of Collecting Points

2.1. Collecting Points is conducted through the VEB2023 application (hereinafter the "Application") owned by the Organiser.

2.2. By downloading the Application and registering, Users automatically become Point Collectors. The Application records the number of points collected based on his/her activity.

3. Conditions of participation:

3.1. To participate in Collecting Points, the User must download the official VEB2023 Application and complete the registration process (hereinafter "Registration") by providing the required data.

Registration Data:
-name, e-mail address

As an option, the following extra data (hereinafter "Extra Data") may be provided for extra points:
-year of birth, gender, country, city of residence + part of Veszprém, interests, the highest level of educational attainment, subscribing to the newsletter, contribution for personalised offers from the VEB2023 programme in the app.

3.2. At the discretion of the Organiser, any User engaging in conduct being contrary to the spirit of Collecting Points, especially by registering with false or unreal data, or registering not only in his/her own name, abusing other persons' data for Collecting Points, may be excluded from Collecting Points.

3.3. A User or a Point Collector who has engaged in dishonest conduct shall be liable to compensate for any damage caused to the Organiser or to a third party in connection with Redeeming Points.

4. How Collecting Points works, Redeeming Points

4.1. By using the Application, the User earns Points (hereinafter "Point" or "Points"). Points are automatically assigned to the User by the Application.

4.2. Users can check the number of Points they have at any time in the "My Profile" menu under "My Points" in the Application. The list of gifts corresponding to certain point limits is also available here.

4.3. The Organiser will assign Points for actions and activities as indicated below.

Activity/Collecting Points	Points	Single/ Multiple	Comment
Registration	10	Single	
Extra data entered to 'My Profile'	10	Multiple	10 point for each Extra data, maximum 70 points
Subscribing to the public newsletter	10	Single	
Contribution for personalised offers from the VEB2023 programme in the app.	10	Single	
Marking an event as favourite	10	Multiple	Maximum 300 points can be collected
Participation at an event	10	Multiple	For paid events, the ticket will be saved in the App at the Admission tickets. Click on the "QR code" button on the admission ticket to receive Points. The Points are awarded once per event.
Sharing events on Facebook from the Application	10	Multiple	Points are awarded for sharing on Facebook, once per event (measured in clicks)

4.4. The User can instantly redeem the Points collected within the Application for gifts at the redemption sites.

4.5. Points can be redeemed at two locations.

4.5.1. The permanent location is at the VEB2023 ECOC Info Point on Kossuth Street, Veszprém. Points may be redeemed for gifts during opening hours (Tue-Sat: 10:00-18:00, Sun: 10:00-14:00).

4.5.2. The other option is the VEB2023 ECOC Merch Truck, which will be present at paramount events. Hours of operation and contact details will be made public on Facebook.

4.6. The Application will always show the number of Points currently available to a User under "My Points" in the "My Profile" menu. Once the User has reached a Point limit and wishes to redeem Points for a gift, they can do so by clicking on the "Redeem" button within the App at the above locations. The number of available gifts is limited, and there may be a periodic shortage of certain products. In this case, the Organiser will inform the User of their availability at the redemption sites. The products in the Application are illustrations only.

The Point limits required for the gifts are shown in the table below:

No. of Points	Immediately Available Gifts
10	Badge
10	Sticker
50	Pen
50	Fan
50	Pass-holder
250	Note book
500	Canvas Bag
1250	Gym bag
1500	Cup

4.7. Any Points remaining after Redeeming Points will stay on the User's balance.

4.8. The User acknowledges that by deleting the Application, their access to the Points and the possibility of redeeming them shall cease. Upon deletion of the Application, all unredeemed Points allocated to the User will be finally lost at the time of deletion, regardless of how and when they were earned.

4.9. The Organiser shall not be liable for any inconvenience arising from the breach of these rules.

5. Other provisions and information

5.1. The Organiser reserves the right to modify or terminate the rules for collecting and redeeming points.

5.2. The Organiser will endeavour to inform the User in advance, where possible, of any expected changes in these Rules, especially in the conditions for Redeeming Points and the exact date of such modifications, using any of the contact details provided by the User.

5.3. The Organiser shall publish general information on Collecting Points and Redeeming Points via the website www.veszprembalaton2023.hu.

5.4. By becoming familiar with and accepting these Rules, the User shall be liable for any damage caused in the event of a wrongful breach of the rules.

5.5. The Organiser shall make complete information available on the processing of personal data on its website at <https://veszprembalaton2023.hu/oldal/privacy-policy-hu>.

5.6. These Rules for Collecting Points will enter into force on 14 October 2022 and will remain in force until revoked. The territorial scope of this policy is not limited.

Budapest, 14 October 2022

Veszprém-Balaton 2023 JSC