

## Regulations of the "The Ice Challenge" Contest

### § 1. General Provisions

1. The organizer of the "The Ice Challenge" contest (hereinafter: "Contest") is The Challenge Sp zoo, headquartered in Warsaw, Tax Identification Number (NIP): 1133145672, National Business Registry Number (REGON): 529646110, hereinafter referred to as the "Organizer."
2. The Contest runs from January 1, 2025, to January 31, 2025, via the website [www.TheChallenge.Org](http://www.TheChallenge.Org) and on social media platforms such as Facebook, Instagram, TikTok, X (Twitter), and YouTube.
3. The Contest is not organized, administered, or sponsored by Facebook, Instagram, TikTok, X (Twitter), or YouTube.
4. Oversight of the proper conduct and course of the Contest, including providing information about the Contest and handling complaints, is managed by the Organizer.
5. The Contest is not a promotional lottery within the meaning of the Act of November 19, 2009, on gambling (Journal of Laws of 2023, item 2274) and is not subject to the provisions of that Act.

### § 2. Participation Conditions

1. Participants of the Contest may be individuals who have reached the age of 18 and have full legal capacity, hereinafter referred to as "Participant."
2. To participate in the Contest, a Participant is required to:
  - a) Regularly post content documenting their cold baths or cold showers on social media platforms **Instagram or YouTube** for at least 25 different days during the period from January 1, 2025, to January 31, 2025.
  - b) Posts must be in the form of a video or photo and each include three hashtags: **#theicechallenge**, **#januaryicechallenge**, and the tag **@theorgchallenge**.
3. After the contest period ends (i.e., after January 31, 2025), the Participant must send links to at least 25 different posts with the correct hashtags on their **Instagram or YouTube** profile to enable the Organizer to verify their participation in the Contest, hereinafter referred to as "Contest Materials."
4. Contest Materials in the form of links to 25 specific social media posts from January 2025 must be sent to the email address: [info@thechallenge.org](mailto:info@thechallenge.org) by February 5, 2025.
5. By submitting Contest Materials to the Organizer, the Participant declares that they are the sole author of the materials and that their Contest Materials do not infringe on the rights of any third parties.
6. By submitting Contest Materials, the Participant transfers to the Organizer, free of charge, an unlimited in time and territorial scope right to use the materials for public distribution on:
  - a) the website [www.thechallenge.org](http://www.thechallenge.org)
  - b) the Organizer's social media profiles on Facebook, Instagram, TikTok, X (Twitter), and YouTube.

This right includes making the Contest Materials accessible at any time and place chosen by the public, recording and reproducing the materials by any technique, distributing, publicly exhibiting, displaying, broadcasting via vision and sound, and any other public dissemination, particularly on the Internet.

### § 3. Selection of Winners

1. The Organizer or a Contest Committee appointed by them will select three winners based on the evaluation of the "best-documented journey through 'The Ice Challenge'" in accordance with the criteria specified in point 2.
2. The evaluation criteria include:
  - a) Regularity in posting content in accordance with the participation conditions set out in § 2 of these Regulations.
  - b) The quality and creativity in presenting their journey, including how well and originally the Participant showcased their experiences with cold baths.
3. Decisions made by the Organizer or the Contest Committee regarding the selection of winners are final and not subject to appeal.

### § 4. Prizes

1. The three winners selected by the Organizer or the Contest Committee will each receive a monetary prize of USD 1,000 (in words: one thousand US dollars), hereinafter referred to as the "Main Prize." In addition to the Main Prize, each winner will receive an additional monetary prize of USD 111 (in words: one hundred and eleven US dollars), representing 11.11% of the Main Prize value, hereinafter referred to as the "Additional Prize."
2. In the absence of other information, the Organizer will assume that the Contest Participant is an individual not engaged in business activities, from whom a 10% prize tax must be collected and remitted as specified in point 3. The Additional Prize will be used by the Organizer to cover the prize tax in accordance with point 3.
3. Prizes will be awarded to the winners in compliance with applicable tax laws. On the date the Main Prizes are awarded, the Organizer is obligated to collect and remit a 10% tax on the prize to the appropriate tax office, as stipulated in Article 30, Section 1, Point 2 of the Act of July 26, 1991, on personal income tax (Journal of Laws of 2000, No. 14, item 176, as amended). The winner agrees to the deduction of the Additional Prize amount as the prize tax.
4. Winners will be notified of their win via email by February 15, 2025. Prizes will be transferred to the Paypal account or the bank account numbers provided by the winners in email correspondence.

### § 5. Personal Data Processing

1. The Organizer is the administrator of the personal data of Contest Participants.
2. The personal data of Contest Participants will be processed in accordance with the provisions of the Act of August 29, 1997, on personal data protection (Journal of Laws of 1997, No. 133, item 883, as amended).

3. The personal data of Contest Participants will be processed by the Organizer solely for purposes related to the organization and conduct of the Contest. Providing personal data is voluntary but necessary for obtaining and settling prizes and addressing potential complaints. Each Contest Participant has the right to access, correct, or delete their personal data.

## § 6. Final Provisions

1. Any questions, objections, or complaints regarding the Contest should be directed to the email address: [info@thechallenge.org](mailto:info@thechallenge.org).
2. The Regulations are available on the website [www.TheChallenge.Org](http://www.TheChallenge.Org) for the entire duration of the Contest.
3. By participating in the Contest, the Participant accepts these Regulations.
4. In matters not regulated by these Regulations, the provisions of Polish law shall apply.