

**OFFICIAL REGULATION OF
"Pre-Summer Coca-Cola Dnata Vending" CAMPAIGN**

SECTION 1. THE ORGANIZER AND OFFICIAL REGULATION OF THE CAMPAIGN

1.1. The advertising campaign "**Pre-Summer Coca-Cola Dnata Vending**" ("**Campaign**") is organized and carried out by **Coca-Cola HBC Romania S.R.L.** (hereinafter referred to as the "**Organizer**"), a trading company in Romania, having its registered office in Voluntari, 10 Soseaua Bucuresti Nord, Building O23, 1st floor, Ilfov County, 077190, registered with the Trade Registry under number J23/2300/2009, having Sole Registration Code RO 474152, with notification number 11404 in the Register of the National Authority for Personal Data Processing Supervision.

1.2. Campaign Participants are required to comply with the terms and conditions of this Official Campaign Regulation (the "**Official Rules**" or the "**Regulation**").

1.3. The Official Regulation is drafted and will be made public according to the applicable law in Romania, at www.coca-cola.ro, and the Regulation is available free of charge to any consumer: (i) based on a free phone call to Infoline 0800.080.800, between 9:00 - 18:00, Monday to Friday, excluding legal holidays, for the entire duration of the Campaign, by email at contact@coca-cola.ro or (ii) may be obtained by sending a written request by mail to the Organizer's attention at its registered office referred to in section 1.1. above for the entire duration of the Campaign.

1.4. The Organizer reserves the right to amend or change this Official Regulation, as such changes will only come into effect after public announcement of the changes through the same channels of communication through which the Official Regulation was previously made public, as well as by notifying competent authorities, as appropriate, if the changes made require such notification.

1.5. The Campaign Mechanism, Campaign Running Database and Winners' Management will be implemented, achieved and operated through **FIELD STAR S.R.L.** with registered office in 4 Soseaua Ianului, Building 113A, apartment 51, District 2, Bucharest, registered with the Trade Registry under no. J/40/9824/2003, Sole Registration Code RO 15600992, having a notification number with A.N.S.P.D.C.P - 3083, hereinafter referred to as "the **Agency**".

SECTION 2. CAMPAIGN DEVELOPMENT AREA

2.1 The campaign will take place in "Henri Coanda" International Airport Bucharest (224E Calea Bucurestilor, Otopeni), through the vending machines located within this airport.

SECTION 3. DURATION OF CAMPAIGN

3.1. The campaign will take place between 18.06.2018-18.07.2018 starting with 00:00 until 24:00 inclusively (hereinafter referred to as "**Campaign Period**").

3.2. The campaign will be conducted in accordance with the provisions of this Official Regulation.

3.3. The Organizer reserves the right to change the Campaign Period during its running, but not before announcing this publicly.

SECTION 4. PARTICIPATING PRODUCTS (PARTICIPATING ASSORTMENTS AND PACKAGES)

4.1. The assortments and packings participating in the Campaign, hereinafter referred to as **"Participating Products"** are carbonated beverages sold under the brand name "Coca-Cola Original Taste", "Coca-Cola Zero Zahar", "Coca-Cola Lamaie verde Zero Zahar" in packings of 500ml PET available for sale in vending machines placed inside Henri Coanda International Airport.

4.2. "Coca-Cola Original Taste", "Coca-Cola Zero Zahar," "Coca-Cola Lamaie verde zero zahar" are registered trademarks of The Coca-Cola Company.

SECTION 5. PARTICIPATION RIGHT

5.1. The campaign is open to the participation of all individuals older than 18 at the date of the Campaign start, Romanian citizens and foreign citizens, residents in Romania, or with their domicile or residence, even temporary, in Romania. All listed conditions must be met at the start of the Campaign.

5.2. The following people are not eligible to participate in this Campaign:

- a. agents (including but not limited to employees) of the Organizer;
- b. agents (including, but not limited to, employees) of Coca-Cola Romania SRL;
- c. agents (including, but not limited to, employees) of The Coca-Cola Company;
- d. agents (including, but not limited to, employees) of Agents;
- e. agents (including, but not limited to, employees) of Participating Stores
- f. agents (including, but not limited to, employees) of the Organizer's Leasing Service Providers, regardless of the Organizer's location where these agents allocated;
- g. agents (including but not limited to employees) of service providers of any kind of the Organizer who provide these services within their registered office, work units, warehouses and any other premises / locations in which the Organizer carries out its activity. This provision applies regardless of the type of activity the employees of these providers carry out, or the time they spend in the buildings / locations in which the Organizer is operating;
- h. the members of the families of agents mentioned in paragraphs a. - g above (meaning children, parents, spouse, brother / sister);
- i. People whose age is under 18 at the start of the Campaign. The Organizer reserves the right to take all measures to prevent people with the minimum accepted age under this Regulation from registering in the Campaign.

SECTION 6. PRIZES AND THEIR VALUE.

6.1. The following prizes will be awarded under the Campaign:

- a. Rotate the Bluetooth speaker. 10 prizes will be awarded.

The total unit value of a prize is 205.63 lei (VAT included). The total value of these prizes is 2,056.3 lei (VAT included).

Technical details:

- power: 2 x 3W battery capacity: 800 mAh
- Article Size 8.5 x 5.9 x 8.3
- Material ABS/Softtouch
- package weight 0.359 gr
- Packaging Size 11.5 x 11.5 x 7.5
- Functions SD-Karten-Slot, Mikrofon (Freisprechfunktion); Softtouch Oberfläche
- Sound type Mono
- 360° rotatable

- b. Bluetooth headphones with SD card slot and AUX input. 30 prizes will be awarded. The total unit value of a prize is 130.23 lei (VAT included). The total value of these prizes is 3,906.9 lei (VAT included).

Technical details:

- power: 30mW frequency: 20 Hz-20 kHz battery capacity: 400 mAh bluetooth: V4.2
- Article Size 17.5 x 16.5 x 8.0
- package weight 0.926
- Packaging Size 16.7 x 24.2 x 6.3
- Number Connector output 1
- Number Connector input 1
- Power 30mW
- Functions BT 4.2V; SD-Karten/USB Slot
- Style On ear
- Logo lighted no
- select_voltage 20Hz-20kHz

- c. Double tickets at the Untold Festival. Three prizes will be awarded. The total unit value of a prize is 1,735.06 lei (tax on prizes and VAT included). The total value of these prizes is 5,205.18 lei (tax on awards and VAT included).

Details: There are tickets for 2 people, just access to the festival for all four days.

6.2 The total value of the prizes offered in the present Campaigns is of 11,168.38 lei, VAT included and the applicable tax, as the case may be.

6.3 The prizes awarded cannot be replaced with other prizes nor can their money equivalent be granted; in the case of a winner's refusal to benefit from the prize won, as described in the Official Regulation, he/she will lose the prize award right.

SECTION 7. CAMPAIGN MECHANISM, VALIDATION OF WINNERS AND THE CLAIMING OF PRIZES

To participate in the Campaign, participants must meet the following criteria:

- a. To meet the conditions of participation stipulated in Section 5 of this Official Regulation;
- b. To purchase at least 1 (one) Participating Product available at vending locations on Henri Coanda International Airport; on each Participating Product there will be a scratch ticket (the "Ticket").

c. Scratch the Ticket on the purchased Participating Product to see if you won. The participant will identify on the Ticket, as appropriate, one of the following messages:

i. If the Ticket is not a winning one:

a. "Blank"

ii. If the ticket is a winning one:

a. "Bluetooth Speaker"

b. "Bluetooth Headsets"

c. "Untold Tickets"

7.2. In order to claim their prize, each Winner must call in the **Campaign Period** and within 7 business days after it ends from Monday to Friday, between 09:00 and 18:00, at 0766503811, and then to be advised to send the picture with the tax receipt and the ticket to the email address that will be communicated to him/her.

7.3. For a participant to be validated as the winner of the prize awarded, he/she must simultaneously meet the following conditions:

- ✓ to meet the right of participation stipulated in article 5;
- ✓ to contact the Agency at the mobile phone number on the Ticket.
- ✓ If, for reasons beyond the control of the Agency, a Participant holding a Winning Ticket does not contact the Agency or does not wish to receive the prize and / or cannot be validated, the winner is disqualified and the prize remains in the possession of the Organizer.
- ✓ During the telephone discussion to declare: name, first name, date of birth, full address, e-mail address, as well as the winner's agreement regarding the collection and processing of personal data. Personal data is collected for the purpose of identifying winners within the Campaign, as well as for checking compliance with the provisions of this Official Regulation and the accuracy of awarding the prize to the winner.
- ✓ In order to validate him/her, the winner will need to fill in a winner's statement (the winner's statement is only applicable for prizes worth more than 600 lei).
- ✓ to send to the email address indicated by the Agency when he/she contacts the Agency, a legible photo of the Ticket indicating the winning of the prize; these must be sent within 3 business days of the phone contact; Each Ticket will contain a unique 3-letter and 3-digit code.
- ✓ The lack of sending the Ticket photo on email and / or the failure to meet the age requirement for participation in the Campaign as well as any other conditions stipulated in this Regulation, entails the disqualification of the winner, the prize remaining at the Organizer's disposal.
- ✓ The ticket has a 3-letter and 3-digit code that will be checked by the Agency if it is a winner. If two tickets with the same code arrive at the Agency from different participants, only the first person contacting the Agency will be validated.
- ✓ A Participant has the right to win a single prize throughout the Campaign, regardless of whether he/she has registered from different phone numbers. The Participant will win the prize from the first winning scratch ticket.

7.4. The Campaign Prizes, as mentioned in Section 6 above, will be sent to the winners by courier within 30 business days of validation, based on the Ticket, attesting the winning of the prize. Winners will contact the Agency via the number on the Ticket and their list will be posted on www.coca-cola.ro for up to 30 business days since the validation of the winners.

7.5. Participants must keep the winning Ticket required for validation. The Agency will ask for ticket photos to check the winning code on it, as the prize is awarded based on the code.

7.6. The prizes will be sent by courier or Posta Romana within 30 business days of validation of the winners. Validation is carried out under the conditions mentioned in 7.3.

7.7. The prizes will be delivered via courier based on AWB.

7.8. In order to validate the winner, you will need to fill out a winner's statement (the winner's statement applies only for prizes worth more than 600 lei).

7.9. Taking into account the Organizer's obligation, according to the applicable law in Romania, to make public the names of the winners and the prizes won by them, the communication of the data mentioned in article 7.3. above and the agreement for their processing in order to award the prize are essential conditions for the validation of the winners. The list of winners and of the prizes awarded will be published, after validation of the winners, on www.coca-cola.ro, within 30 working days of the validation of the winners.

7.10. By the winner signing the awb from the courier company, the Organizer is released to the winner of any obligation born under this Official Regulation.

7.11. Winners do not have the opportunity to receive prizes in money equivalent or change them with other goods nor to request a change in prize parameters / characteristics.

SECTION 8. LIABILITY / LIMITATION OF LIABILITY

8.1 The Organizer and the trade companies involved in the organization of this Campaign assumes no liability and will not be party to the disputes concerning the ownership on Participating Products. The existence of any dispute relating to the ownership on the winning tickets corresponding to Participating Products will not affect the award of the prize by the Organizer to the Participant who claimed the prize in accordance with the provisions of the present Official Regulation and who complied with the procedures for claiming the prizes provided by these Official Regulations.

8.2 By participating in the Campaign, all participants and possible winners agree and undertake to observe and comply with all requirements and conditions imposed by the Organizer by this Official Regulation, their non-observance resulting in the personal and exclusive responsibility of the participants and of possible winners.

8.3. The organizer and trade companies involved in the organization of this Campaign have no obligation to maintain correspondence with applicants for non-winning claims following the actual award of the prizes or after the deadline for claiming the prizes provided in these Official Regulations. The Organizer's responsibility for awarding the prizes is limited in accordance with the provisions of this Official Regulation.

8.4 The Organizer of the Campaign and the trade companies involved in the organization of this Campaign shall not assume liability, including but not limited to for:

- Situations in which the telephone number provided by the participant cannot be called during the specified time, according to the conditions of these Official Regulations, for any reason beyond the Organizer's will;
- Any disputes over rights to phone numbers used for registration;
- Situations in which consumers purchase any of the Organizer's non-Campaign products during the Campaign Period.

8.5 The Organizer reserves the right to check and monitor the way in which Campaign registrations are made. If certain attempts at fraud are observed, those registrations will be cancelled.

8.6 The Organizer reserves the right to exclude for good any Campaign Participant who, through fraudulent behaviour, affects the good course of the Campaign.

8.7 By participating in the Campaign, the participant declares on his / her own responsibility that he/she has taken note of and agrees with the following:

- a. The participant is solely responsible for any untrue statement;
- b. The participant declares that he /she does not suffer from physical or psychological disorders that make it impossible to use the prize
- c. The participant is aware of the normal conditions and legal conditions in relation to the use of the prize and can make use of it without posing a threat to his or her health and bodily integrity, and / or to that of others;
- d. The Participant agrees to the processing of his personal data under the conditions and for the purpose stated in this Official Regulation.

8.8 The Organizer and companies involved in the Campaign:

- a. are not responsible for the quality of the prizes offered within this Campaign and do not grant use warranty for these;
- b. are not liable for the deterioration, disappearance or stealing of prizes after their takeover by the winner;
- c. are exempt from the winners, their consent being given by simply participating in this Campaign, of any liability for any damage suffered by the winners in connection with the prizes after their taking over, regardless of the nature of such damage, including, but not limited to, bodily injury and / or injuries to health, such as injuries or damage to property;
- d. are not liable for any prejudices or damages caused by winners to third parties in connection with the prizes, regardless of the nature of such damage.

SECTION 9. TAXES AND DUTIES

11.1 The Agency will calculate and pay to the state budget the tax on the awarded prizes, according to Law no. 227/2015 regarding the Tax Code. Supporting documents (prize invoices, winners' statements, the copy of the identity card of winners, AWBs or prize delivery reports) and proof of payment of tax will be made available to the Organizer immediately after payment to the State Budget. Any other fees or expenses are the responsibility of the participants.

SECTION 10. PROCESSING OF PERSONAL DATA

10.1. By this Official Regulation, the Organizer and the Agency undertake to comply with the data protection legislation, including in particular the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of individuals with regard to the processing of personal data concerning the processing of personal data and the free movement of such data and repealing Directive 95/46 / EC ("**GDPR**").

10.2 The Organizer is the operator of the personal data. The Agency has been designated by the Organizer to process personal data in the context of the organization and conduct of the Campaign, as the person empowered to do so.

Categories of data subjects

The Organizer will process the personal data of the following categories of people:

a) Winners;

The purposes of processing personal data

Personal data are processed for the following purposes (the specific legal basis for processing was added between brackets when detailing the purpose of the processing of personal data: consent under Article 6 (1) (a) of GDPR, the legal obligation of the controller in accordance with Article 6 (1) (c) of GDPR and legitimate interests under Article 6 (1) (f) of GDPR):

a) organizing and running the Campaign and awarding winners 'prizes, the use of winners' personal data for promotional and advertising purposes in connection with the selection and announcement of winners, the transmission of commercial communications such as offers on the products of the Organizer, invitations to participate in contests, lotteries, questionnaires or surveys and other similar communications (**consent of the data subjects**);

b) payment of relevant taxes and contributions and reporting to the competent public authorities, publication of the name of the winners and the awarded prizes (**statutory obligation of the Organizer**);

c) settlement of any complaints about the organization and conduct of the Campaign and award of prizes; the implementation of the provisions of the Regulation for court defence and / or other judicial or administrative proceedings, including the investigation of possible breaches, the carrying out of various reports, analyses and statistical studies on organized marketing campaigns and their success; also when recording phone calls. Call recording helps the Organizer manage its internal work in the relevant department. These recordings can also be used to verify how complaints addressed by petitioners have been settled, or in case of any litigations/ disputes on how the Organizer's marketing activity is managed. The recording will only be made if the Organizer has the consent of the Interlocutor (**the Organizer's legitimate interest**);

d) archiving activities, if required by law (**legal obligation of the Organizer**).

If the consent of the data subjects is the legal basis for the processing of personal data, the data subjects have the right to withdraw this consent at any time. If the winners withdraw their consent for marketing purposes, the Organizer will no longer be able to submit their offers and invitations, or the winners will not be able to participate in Organizer's promotional lotteries, surveys, and questionnaires from the Organizer. Also, if winners withdraw their consent to the processing of Personal Data for promotional and advertising purposes, the Organizer will cease such processing without affecting any other processing of personal data that is based on other legal grounds. Participants who refuse to communicate or withdraw consent to the processing of personal data required to participate in the Campaign will not be eligible to participate and receive the prizes offered.

Source and recipients of personal data. Information for Participants:

The Organizer processes the personal data that the Participants provide directly.

The Organizer may disclose the personal data of Winners to:

- Partners of the Organizer, acting either as empowered persons (such as the Agency) involved in the development and organization of the Campaign and awarding of prizes, notaries public / lawyers appointed to assist in the organization and conduct of the Campaign;
- providers of marketing related services - marketing agencies, e-mail marketing service providers;
- providers of courier services, mobile telephony;
- public authorities or other categories of recipients, including other companies in the Coca-Cola Company, if disclosure is based on an appropriate legal basis (such as a legal obligation, consent or legitimate interest).

Transfer of personal data

The Participants' personal data will not be transferred except in countries belonging to the European Economic Area (EEA).

Retention time of data

Personal data is kept as necessary in order to meet the purposes for which it was collected, observing the internal data retention procedures, including applicable archiving rules.

For example, personal data collected for the purposes of the Campaign will be stored during its duration plus an additional period of at least 60 days. With regard to winner's data for which the Organizer has different obligations of reporting and payment of taxes and duties, these will be retained for the entire archiving period according to the financial accounting rules at least 6 years.

Rights of the data subjects

According to the law, the data subjects benefit from a series of rights as data subjects.

From the date of entry into force of the GDPR, they shall enjoy the following rights:

a) Right of access: the data subjects have the right to obtain from the Controller the confirmation that they process their personal data, as well as information on the specific nature of the processing, such as: the purpose, the categories of processed personal data, the recipients of the data, the period of time for which data are retained, the existence of the right to rectify, erase or restrict the processing. This right allows them to obtain a free copy of the processed personal data, as well as any additional copies;

b) The right to rectify the data: the data subjects have the right to request the modification of their incorrect personal data or, as the case may be, the addition of incomplete data;

c) The right to deletion: the data subjects have the right to request the deletion of their personal data when:

- they are no longer necessary for the purposes for which they were collected and processed;
- have withdrawn their consent to the processing of personal data and the Organizer may no longer process them on other legal grounds;
- personal data is processed contrary to law;
- personal data must be deleted in accordance with relevant legislation.

d) Withdrawal of consent and right of opposition: the data subjects have the right to withdraw their consent at any time regarding the processing of personal data processed on the basis of consent. They may also oppose marketing processing at any time, including profiling for that purpose, as well as the processing based on the legitimate interest of the controller, for reasons related to your specific situation.

e) Restriction: The data subjects have the right to request restriction of data processing in the following situations:

- when challenging the accuracy of personal data for a period that allows the Organizer to verify the accuracy of the data in question;
- if the processing is illegal and the data subjects object to the deletion of their personal data, but instead request the restriction of its use;
- if the Organizer no longer needs personal data for processing, but the data subjects request them for a court action;
- if the data subjects have opposed the processing, for the period of time when it is verified whether the legitimate rights of the controller prevail over their rights as data subject.

f) The right to portability: To the extent that the Organizer processes personal data by automated means, the data subjects have the right to require the Organizer to provide their personal data in a structured, frequently used and automated reading (for example, CSV format) form. If the data

subjects request this, the Organizer may transmit their personal data to another entity, if technically possible.

For the exercise of the rights referred to in subparagraphs (a) to (f) above, the data subjects may submit a request by accessing the link below:

<https://app-eu.onetrust.com/app/#/webform/ba604120-1c2e-461d-9be8-31d11aa35610>.

In case you cannot send a request via the above link, the persons concerned can contact the Organizer using the following contact details:

To the attention of: **Data Protection Officer (DPO)**

Correspondence Address: 10 Sos. Bucuresti Nord, Building O23, Global City Business Park, Voluntari, Ilfov (ground floor front desk Coca-Cola HBC Romania SRL)

Email: DataProtectionOffice@cchellenic.com

g) Right to file a complaint with the supervising authority: the data subjects have the right to file a complaint with the data processing supervisor if they believe that their rights have been breached:

National Authority for Supervising the Processing of Personal Data

28-30 G-ral. Gheorghe Magheru Blvd., District 1, zip code 010336 Bucharest, Romania

anspdcp@dataprotection.ro

SECTION 11. CAMPAIGN TERMINATION BEFORE THE TERM

11.1. This Campaign may terminate before the deadline only in case of the occurrence of an event constituting force majeure, including in the event of the Organizer being unable, for reasons beyond its control, to continue this Campaign. The termination of the Campaign before the deadline will be made public by publishing on <http://www.coca-cola.ro/ro/regulamente/>

SECTION 12. DISPUTES

12.1 Any disputes arising between the Organizer and the participants in this Campaign will be solved amicably or, if this is not possible, the disputes will be settled by the competent Romanian courts in Bucharest.

SECTION 13. FORCE MAJEURE

13.1 For the purposes of this Official Regulation, force majeure means any event that cannot be controlled, remedied or provided by the Organizer, the occurrence of which renders the latter unable to fulfil its obligations under this Official Regulation.

13.2 If a situation of force majeure hinders or delays totally or partially the performance of the Official Regulation and the continuation of the Campaign, the Organizer shall be relieved of liability regarding the fulfilment of its obligations for the period during which such performance will be hindered or delayed. If it invokes force majeure, the Organizer is obliged to notify the participants of the Campaign of its existence within 5 working days of the occurrence of the force majeure case.

13.3 For the purposes of this Regulation, the following are force majeure events:

- damage to the data storage and awarding of prizes system;
- attempts to fraud the Campaign mechanism by electronic means or other means;

- any regulation that may arise after the entry into force of the Official Regulation and which may prohibit or amend its terms;

13.4 The enumeration in the above article is not limitative, being used for exemplary purposes only.

SECTION 14. REFERRALS

14.1 For any kind of referrals, Campaign Participants may file complaints in writing at contact@coca-cola.ro or by telephone at Infoline number 0800.080.800, free of charge available from Monday to Friday between 09:00 -18: 00 (except for legal holidays).

SECTION 15. OFFICIAL REGULATION OF THE CAMPAIGN

15.1 By participating in this Campaign, the participants agree to observe and comply with all the provisions, terms and conditions of this Official Regulation.

15.2 The Official Regulation of the Campaign will be available free of charge on www.coca-cola.ro or may be requested at Infoline 0800.080.800, free of charge from Monday to Friday between 09:00 - 18:00 (except for legal holidays), or by email at contact@coca-cola.ro or may be obtained by sending a written request by mail to the Organizer's attention at its registered office referred to in point 1.1. of this Official Regulation.

15.3 The available phone number, 0766503811, for claiming prizes to be communicated exclusively to winners belongs to the Agency. The calling tariff of this national number is at the national standard value depending on the network from which it is called.

15.5 This Official Regulation was drafted by the Agency, in compliance with the provisions of Government Ordinance no. 99/2000 on the marketing of market products and services, as subsequently amended by Law no. 650/2002 and was signed and authenticated in the presence of a Notary Public in an original copy and several duplicate copies.

15.5 This Regulation is drafted bilingually, Romanian - English, In case of translation errors or interpretations, the Romanian version will prevail.

Coca-Cola HBC Romania S.R.L.
prin FIELD STAR S.R.L.