

## TERMS AND CONDITIONS OF THE CAMPAIGN

1. The partners of the charity campaign entitled eAI Christmas Card - Empathetic Artificial Intelligence ("**Campaign**") are entities belonging to the Publicis Group in Poland, i.e. Publicis sp. z o.o. with its registered office in Warsaw, Lion Communiactions sp. z o.o. with its registered office in Warsaw, Saatchi & Saatchi IS sp. z o.o. with its registered office in Warsaw, PGP hub sp. z o.o. with its registered office in Warsaw, Starcom sp. z o.o. with its registered office in Warsaw, Zenith Poland sp. z o.o. with its registered office in Warsaw, with the Campaign being organised by Publicis sp. z o.o. ("**Organiser**").
2. The aim of the Campaign is to support patients staying in children's hospitals by making a donation to Fundacja K.I.D.S. Klub Innowatorów Dziecięcych Szpitali with its registered office in Warsaw (the "**Beneficiary**").
3. The Campaign will be conducted on the empatyczna-ai.pl website (the "**Campaign Website**"), where it will be possible to generate – with the help of artificial intelligence tools – commemorative Christmas cards.
4. The Campaign shall last from 18/12/2023 to 31/12/2023 ("**Term of the Campaign**").
5. The participant of the Campaign may be a natural person who will gain access to the link of the Campaign Website enabling participation in the Campaign (the "**Participant**").
6. In order to take part in the Campaign, the Participant should:
  - visit the Campaign Website;
  - select two keywords from the pool provided on the Campaign Website;
  - generate a Christmas card.
7. The Organiser shall provide the Beneficiary with a donation in the amount of PLN 5 for each Christmas card generated.
8. Each Participant may generate any number of Christmas cards.
9. Generating Christmas cards after the Term of the Campaign shall not count towards the amount of the donation.
10. The final amount of the donation shall depend on the number of Christmas cards generated during the Term of the Campaign, but it shall not exceed PLN 50,000.
11. The donation shall be paid within 30 days of the end of the Campaign.
12. Each Participant shall have the opportunity to make a payment to the Beneficiary – which, however, shall not affect the final amount of the Organiser's donation.
13. In order to enable the Participants to contact the Organiser, including to submit any complaints or technical problems, the Organiser shall provide the following e-mail address: support@empatyczna-ai.pl.