

Statutes of the 2023 Competition

1) General conditions

1.1. The national competition of creativity in commercial communication "ADC Czech Creative Awards" (the Competition or ADC Awards) is a Competition of original advertising projects published from 1 August 2021 to 31 January 2023. The decisive condition for participation is an original creative concept, which means the characteristic of a creative concept consisting of its unquestionable originality.

Projects must also meet at least one of the following conditions:

- were intended for the Czech market and were published in the Czech Republic,
- the original creative concept was created entirely by the entity based in the Czech Republic,
- projects that were neither intended for the Czech market nor published in the Czech Republic, submitted by independent authors or other suppliers based or residing in the Czech Republic. These applicants must have demonstrably contributed to the original creative concept.

1.2. The organizer of the Competition is the Art Directors Club z. s. (ADC), which appoints the Jury and its chairman and formulates the Competition categories and conditions. The ADC promulgates these Competition Statutes as its binding framework.

1.3. The ADC appoints an Organizing Committee for the proper organization and conduct of the Competition and empowers the Executive Producer for the organization of the Competition, the Award Ceremony, and the accompanying program (the Competition Production).

1.4. The Organizing Committee shall be composed of the members of the ADC. The Organizing Committee approves and adheres to the Competition budget, announces the deadlines, the amount and form of fees for participation in the Competition, the conditions for accepting applications, and collects applications. It also convenes the Jury, organizes its work, sets the date, and arranges the prize-giving ceremony and the accompanying program. It shall also carry out any other tasks delegated to it by the ADC in connection with the Competition. To achieve these objectives, it shall manage and direct the production of the Competition, the timetable, and the technical conditions.

1.5. The Competition is open to advertising agencies, creative studios, production studios, independent authors, or other suppliers operating in the domestic or European advertising market (the Applicants) whose creative projects meet one of the conditions set out in Article 1.1. of these Statutes. Membership in national associations is not a requirement.

1.6. Acceptance into the Competition is subject to

- by filling in the online application form properly
- delivery of the Competition work in the form announced by the Organizing Committee for the specific category (according to the technical specifications)
- agreeing to the terms and conditions and the Statutes of the Competition and confirming that all entries meet the Competition conditions and all this by the closing date of the Competition and then paying the relevant fees within seven days of sending the application to the bank account announced by the Organizing Committee based on the generated invoice.

1.7. Competition conditions are announced by the Organizing Committee via the website www.adcawards.cz

1.8. The Organizing Committee will make available to any applicant, professional organization, or the media, upon request, the complete list of works accepted into the Competition and ensure the publication of the list of awarded works.

1.9. Entries compete in categories announced by the Organizing Committee. The Jury may award ADC awards in each category based on their vote and decision, and may also award the Grand Prix, Grand Prix Craft and Special Client of the Year Award. At the same time, however, these awards may not be given. The Jury will not judge works for which the appropriate fee has not been paid in full and may refuse to judge works that, in its opinion, do not meet the other conditions of these Statutes. The Jury may also refuse to evaluate a work with doubt about its original creative concept. The Jury may also refuse to award certain prizes or may divide the prizes among several works. Furthermore, the Jury may not award some prizes, divide them among several works, change the category in which an entry has been entered, or announce non-statutory prizes.

1.10. The ADC Organizing Committee may, at its discretion, award a non-statutory special Zlatý ohníček Award for the contribution of creativity in commercial communication. However, it may also decide not to award the Golden Fireplace Award.

1.11. If an entry does not meet the conditions of the Competition Statutes and the Jury refuses to evaluate it, for this reason, the applicant is not entitled to a refund. The applicant will not be refunded even if he/she decides to discard his/her entry after the deadline.

1.12. The applicant is solely responsible for the originality, the compensation of all copyrights and other rights, and the accuracy of the information provided on the application form. The applicant also guarantees the complete and correct completion of the application form (the organizer relies exclusively on the information given in the application form when listing the authors).

1.13. By entering the Competition, the entrant agrees to these Statutes and grants ADC a non-exclusive license, i.e. the right to use the work in its original, processed, or otherwise altered form, in whole or in any part, for all uses in connection with the Competition (such as a public online gallery, announcement of the results during the ceremony, presentation of the work on social media, etc.). The license is free of charge. The license under this article grants a non-exclusive license, only for the duration of the rights to the work. The license is valid worldwide in all modes of use.

1.15. INFORMATION ON THE PROCESSING OF PERSONAL DATA: The participant of the ADC Czech Creative Awards is herewith informed about the processing of his/her data by Regulation (EU) 2016/679 of the European Parliament and the Council on the protection of natural persons about the processing of personal data (GDPR):

Entity and contact details of the controller

Art Directors Club z. s., IČO 61386472, file number L 5853, registered at the Municipal Court in Prague, registered office Ostrovní 126/30, Nové Město, 110 00 Prague 1, contact e-mail: jana.pokorna@adc-czech.cz

Scope of processed data

The data provided by the participant in the application for the ADC Czech Creative Awards Competition organized by the administrator or later provided by the participant in the context of this Competition.

Purposes of processing

Organization of the ADC Czech Creative Awards Competition, sending information about the Competition to the participant, including notifications of future editions, especially by electronic means. (using § 7, paragraph 3 of Act No. 480/2004 Coll. on certain information society services).

Legal basis for processing

The Fulfilling of the obligation of the data controller under Article 6(1)(b) of the Regulation (i.e. proper organization of the Competition according to its Statutes).

The period for which the personal data will be stored

For the period necessary for the organization of the Competition in the year for which the application is submitted; thereafter until the consent is withdrawn, but for a maximum of 5 years.

Instructions to the data subject

You have the right to access, rectify, or erasure your personal data or restriction the processing. You have the right to object to processing and the right to data portability. You have the right to withdraw your consent at any time, by communicating it to the controller, which can be done by letter and e-mail to the contacts listed above.

You have the right to complain to the supervisory authority, which is the Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Prague 7.

1.16. The Competition Organiser reserves the right to shorten, suspend or cancel the Competition at any time without giving any reason or amending the Competition Rules.

Any changes shall take effect upon their announcement on the website www.adcawards.cz. Any amendment to the Competition Terms and Conditions shall not entitle the Entrant to reimbursement of any costs incurred in the Competition. The Promoter may, at its sole discretion, declare the Competition invalid due to any technical or other system error. The Promoter reserves the right to cancel, terminate, modify or suspend this Competition at its sole discretion: if for any serious reason which is likely to interfere with or otherwise adversely affect the administration, security, integrity, fairness, or proper conduct of the Competition or if the Competition is unable to proceed as planned.

1.17. The Promoter shall not be liable for the inclusion of incorrect or inaccurate information in connection with the Competition (whether caused by human error or technical fault), nor for the completeness of extracts from these Articles which may be published in abridged versions in promotional material, nor for typographical errors.

1.18. The Promoter is not responsible for any incorrect information in connection with the Competition (whether caused by human error or technical fault). The Promoter is not responsible for the completeness of extracts from these Statutes that may be published in abridged versions in promotional materials, nor for typographical errors.

1.19. The Promoter reserves the right to control all competition participation conditions. In the event of a dispute, the Promoter may consider and finally decide any claim, including the right to exclude any Entrant from the Competition. If such an Entrant is in breach of the Competition Statutes or generally binding legislation or is reasonably suspected of such activity.

1.20. The Entries in the Campaign category may be given the opportunity for a personal public presentation of their entry in front of the Jury.

1.21. Disputed cases are finally decided by the promoter of the Competition, not by these statutes.

2/ Announcement of the specific conditions applicable to the Competition **ADC Czech Creative Awards 2023**

The ADC, through its Organizing Committee, has defined the following conditions for this edition:

2.1. Categories

- The Categories and specifications of categories and technical specifications are on <http://www.adcawards.cz/Categories>.
- As the Jury will be international, all entries must be accompanied by a translation into English, preferably in the form of original + subtitles. Entries in the audio categories are to be submitted in video format with subtitles.

2.2 Fees

- **Until 31st January 2023**, the entry fee for each entry is **CZK 6,000,-** excluding VAT (not valid for the Campaign category)
- **Until 31st January 2023**, the entry fee for each entry in the Campaign category is **CZK 12,000,-** excluding VAT (the campaign is entered as one Competition entry, i.e. the entry fee is paid once)
- **From 1st February 2023 to 28th February 2023**, the entry fee for each entry is **CZK 8,000,-** excluding VAT (not valid for the Campaign category)
- **From 1st February 2023 to 28th February 2023**, the entry fee for each entry in the Campaign category is **CZK 16,000,-** excluding VAT (the campaign is entered as one Competition entry, i.e. 1x entry fee applies)

- All prices are exclusive of VAT.

Volume Discount

If you register more than 3 entries, you will receive a 10% discount off the total invoice amount. (Valid for 4, 5, and 6 entries)

If you register more than 6 entries, you will receive a 15% discount off the total invoice amount. (Valid for 7 and more entries)

Discounts are calculated within entries invoiced on one invoice.

- Fees for work accepted on the 1st deadline (**by 31st January 2023**) will no longer be affected by the remaining work still incomplete or added; only that work will be subject to the higher fee.
- Once an application has been submitted by the 1st deadline, its content can be freely edited until 31st January. The completed application must be locked to ensure the fixed price, **no later than 31st January**. In the case of editing January applications in the extended deadline **from 1st to 28th February 2023**, the fee will automatically accrue as if the work had been submitted in February.

Only works that do not meet the technical specifications after 31 January 2023, or that are submitted only within the extended deadline, or that have already been accepted within the regular deadline but are additionally edited within the extended deadline, are subject to the increased fee. The date of uploading the last file and the date of locking are the decisive factor for calculating the fees (Credits of already accepted works can be edited within the extended deadline without a fee).

Fees for other works already accepted within the regular deadline remain unchanged. The accompanying texts of the works (description, credits) can be edited **until 28 February 2023** without an increase in the fee.

The last condition for the acceptance of the works in the Competition is the payment of the respective fees within seven days of the submission of the works to the Competition, i.e. after the entry form has been locked.

Submissions have to be locked till the 28th of February. Please make your payment based on a proforma invoice. The sending of which to your e-mail is activated by sending the entry form. The tax receipt will be sent to you after the payment has been credited to our account.

Payment details (bank details)

Komerční banka, a.s.
Spálená 108/51, 110 00 Nové Město, Prague
Account No.: 115-3490530277 / 0100
IBAN: CZ6701000001153490530277
SWIFT: KOMBCZPPXXX

In the case of foreign payment, all bank charges must be on the side of the applicant (OUR). The online system automatically generates the variable symbol (you can find it on the proforma invoice).

2.3. DATE

1st deadline for submissions from January 9th to January 31st 2023.

There is a regular period for registration and submission of entries, starting on 9th January and ending on 31 January 2023.

The extended deadline for submission of entries is from 1st to 28th February 2023.

It is an extended period from 1st to 28th February 2023. Works submitted by the regular deadline but subsequently corrected during this period, or works newly submitted during this period, are subject to an increased fee (see Fees).

Competition entries must be submitted by 28th February 2023 at the latest.

Contest entries are considered submitted only when all relevant documents have been uploaded to the server according to the technical specifications for the category. And also only after agreeing to the terms of the competition according to Article 1.7. of these Statutes.

Acceptance into the Competition is also subject to the payment of the above fees within seven days of sending the entry form.

In case of providing physical samples for the jury session, please mark the package with **"ADC Awards"** and the entry number and send it to WPP Campus, Bubenská 1, 170 00 Prague 7, by 7 March 2023.

19. 12. 2023