

Official Terms and Conditions of the Telia brand campaign competition 'Boldly Towards the Better'

1. General provisions

- 1.1. Telia Eesti AS (hereinafter: the Organiser) is organising the idea competition 'Boldly Towards the Better' (hereinafter: the Campaign) between 16 May 2022 and 5 June 2022 (hereinafter: the Campaign Period), which aims to engage communities and showcase the future of 5G technology.
- 1.2. From the ideas submitted during the Campaign Period, 3 finalists will be selected between 6 June 2022 and 8 June 2022, whose ideas will be presented as a video presentation on AS Telia Eesti's social media networks between 13 June 2022 and 19 June 2022. The winner of the competition will be selected by public vote and announced on 23 June 2022.
- 1.3. The Campaign will take place on the territory of the Republic of Estonia.

2. Participation in the Campaign

- 2.1. The Campaign is for natural persons only.
- 2.2. The Campaign is open to all people aged 13 and older with aspiring ideas (hereinafter: the Participants).
- 2.3. Participants aged 13 to 17 may only take part in the Campaign if their parent or legal guardian (hereinafter: the Representative) agrees to these Terms and Conditions.
- 2.4. Employees of Telia Eesti AS cannot participate in the Campaign. However, if an employee has participated in the Campaign and happens to win, the result will be annulled and the Organiser will have the right to select another winner.

3. Terms and Conditions of the Campaign

- 3.1. The competition welcomes the submission of idea descriptions (hereinafter: Idea) describing a dream or a desire to make the world a better place. The aim of the Campaign is to inspire people to contribute to society and endeavour to make Estonia a better place to live and work.
- 3.2. To take part in the competition, the Participant or their Representative must enter their Idea on the Campaign website form during the Campaign Period: <https://www.telia.ee/parem>
- 3.3. It is possible to submit a text description of the Idea to the competition.
- 3.4. When submitting an Idea on the Campaign website, it must include: the first and last name of the author, a contact phone number, an e-mail address, and a description of the Idea.

- 3.5. By submitting an Idea on the Campaign website, each Participant confirms that they are participating in the Campaign personally (if the Participant is under 18, then their Representative has read the Terms and Conditions and has agreed to the Participant's participation in the Campaign).
- 3.6. By participating in the Campaign, the Participant agrees that the Organiser has the right to present the Participant's Idea (its content), including the name of the author, to the public via Telia Eesti's social media accounts (Facebook, Instagram), to use it in other media channels and marketing materials without paying any additional remuneration to the Participant, and without entering into a corresponding agreement.
- 3.7. The Organiser will reject the Participant's Idea and delete it if it does not comply with the conditions of the Campaign.
- 3.8. Only Ideas submitted during the Campaign Period will be considered.

4. Prize

- 4.1. A monetary prize of €1,500 will be awarded to the winner of the Campaign (clause 5.7).

5. Terms and Conditions for receiving the prize

- 5.1. Ideas that meet the Campaign Terms and Conditions and are duly submitted will be judged by a three-member jury consisting of representatives of Telia Eesti AS.
- 5.2. The jury will judge the Ideas based on the purpose of the Campaign, the creativity and originality of the Idea, and the impact it can have.
- 5.3. The jury will select three Ideas between 6–8 June 2022, and the Organiser will contact the finalists and invite them to the Telia Eesti studio for a video interview during which a video presentation will be prepared where the author of the Idea can describe their Idea in more detail. If the finalist does not show up for the video interview at the agreed upon time, or does not wish to do the video interview, the jury will select a new finalist in their place.
- 5.4. The jury's decision is final and cannot be appealed.
- 5.5. The video presentations of the 3 finalists selected by the jury will be published on Telia Eesti's social media platforms by 13 June 2022, at the latest.
- 5.6. Telia Eesti will put these 3 video presentations to a vote on its social media channels during the period 13 June 2022 through 19 June 2022.
- 5.7. The winner of the Campaign will be the Idea that receives the most votes in the voting described in clause 5.6.
- 5.8. The prize is awarded to the author of the winning Idea.
- 5.9. The winner will be announced on 23 June 2022. The name of the winner will be published on the Telia website (telia.ee/parem). The Organiser will notify the

winner within 5 (five) working days via the contact telephone number or e-mail provided by the Participant, and agree on how the prize will be awarded.

- 5.10. The prize will be awarded personally to the winner or their Representative on the basis of an identity document. The prize money will be transferred to the winner's personal bank account.
- 5.11. If the winners of the prize cannot be contacted by 23 July 2022, at the latest, for reasons beyond the Organiser's control, the Organiser has the right not to award the prize.
- 5.12. If the Organiser has contacted the winners of the prize and agreed on the time and place of delivery of the prize, but the winner of the prize does not come to collect the prize, waives the prize upon notification of the win, then the Organiser will retain the prize for two weeks. After this period, the winner will forfeit their right to the prize and the Organiser has the right not to award them the prize.
- 5.13. The prize won by Participants in the Campaign will not be paid in cash. The winner will not be compensated for expenses incurred in regards to the collection of the prize.

6. Use of video presentations

- 6.1. By taking part in the Campaign, the Participant agrees to the publication and use of a video presentation featuring the Participant introducing their Idea, free of charge and without entering into a contract, if the Participant's work is among the top three in the competition. Separate written consent will be obtained from the Representative of a minor.
- 6.2. The Organiser reserves the right to publish the video presentations featuring the top three finalists on its social media accounts, websites, other media channels and marketing materials without the prior consent of the finalist.

7. Other Terms and Conditions

- 7.1. By participating in the Campaign, the Participant confirms the accuracy of the data provided to the Organiser, their wish to participate in the Campaign, and their acceptance of the Terms and Conditions of the Campaign (if the Participant is under 18, then their Representative has read the Terms and Conditions and has agreed to the Participant's participation in the Campaign).
- 7.2. The Organiser will use the personal data of the Participants for the purposes of the Campaign (including publication of the names of the winners, awarding of prizes, further use of the video presentations, etc.).
- 7.3. The decision to submit personal data to the Organiser is voluntary. If a Participant fails to provide the information required to participate in the Campaign, they will not be able to take part.

- 7.4. The Organiser shall comply with existing legislation when processing personal data submitted to it within the framework of the Campaign.
- 7.5. The personal data of Participants will only be stored for as long as necessary for the implementation of the Campaign. Ideas submitted to the competition and the prepared video presentations that the Organiser has published and shared on its social media accounts, used in other media channels and marketing materials, will be kept for no longer than one year after the Campaign has been implemented. In the case of a legal claim, personal data may be retained until proceedings regarding the claim have finished. Where legislation requires mandatory storage of personal data, the Organiser will follow the applicable rules.
- 7.6. In case of force majeure or other circumstances beyond the control of the Organiser, the Organiser has the right to unilaterally terminate the Campaign by publishing a relevant notice on the Campaign website.
- 7.7. The Organiser has the right to unilaterally supplement or amend these Terms and Conditions at any time, giving notice thereof via the Campaign website. Amendments will be deemed to have been announced to the Participants of the Campaign from the moment they are posted on said website.
- 7.8. If you have any questions regarding the Campaign, feel free to turn to the nearest Telia shop or call the Telia client information line 123; when calling from networks of other Estonian service providers, call the number 639-7130