BEST BAGEL BIRTHDAY PROMOTIONAL GAME

OFFICIAL RULES

1. Organizer of the Promotional Game

The **BEST BAGEL BIRTHDAY PROMOTIONAL GAME** (hereinafter referred to as the **"Promotional Game"**) is organized by:

WRF & Partners Kft.

- Registered Office: 1056 Budapest, Váci utca 73, Hungary
- Company Registration Number: 01-09-170044
- Tax Number: 24287784-2-41

(hereinafter referred to as the **"Organizer"**).

The Organizer conducts this Promotional Game under the terms and conditions set out in these Official Rules for natural persons purchasing eligible products at the **Best Bagel Basilica** and **Best Bagel Váci** stores.

Participation in the Promotional Game constitutes full acceptance of these Official Rules and the accompanying Privacy Notice.

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2. Eligibility

The Promotional Game is open exclusively to natural persons who:

- are at least **16 years of age**;
- have a permanent or temporary residential address in Hungary;
- satisfy all participation requirements set out in these Official Rules;
- are not excluded from participation; and
- accept these Official Rules in their entirety.

Winners between the ages of **16 and 18** may independently receive instant prizes. However, acceptance of the Grand Prize requires the consent of their legal representative.

Persons under the age of **16** are not eligible to participate.

The following persons are excluded from participation:

- employees of the Organizer;
- employees of companies affiliated with the Organizer; and
- close relatives of the above persons as defined in Section 8:1 (1), Point 1 of the Hungarian Civil Code.

Should the Organizer determine that a participant does not meet the eligibility requirements, it reserves the right to exclude such participant from the Promotional Game without providing any justification.

The Organizer is under no obligation to notify excluded participants separately.

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3. Promotional Period

The Promotional Game will run from

00:01 (CET) on 6 July 2026

until

23:59:59 (CET) on 30 September 2026

(hereinafter referred to as the **"Promotional Period"**).

No entries submitted after the Promotional Period has ended will be accepted.

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4. Description of the Promotional Game

During the Promotional Period, customers making **in-store purchases** at **Best Bagel Basilica** or **Best Bagel Váci** who purchase **at least one bagel from the menu** will receive **one (1) promotional scratch card for each bagel purchased** at the cashier.

Each promotional scratch card serves two purposes:

- it may reveal an **instant prize** after scratching; and
- it also serves as an entry ticket for the **Grand Prize Draw**.

To participate in the Grand Prize Draw, participants must complete the entry section printed on the scratch card and place it into the official promotional collection box located at either **Best Bagel Basilica** or **Best Bagel Váci**.

Participants must provide the following information:

- Full name
- Telephone number
- E-mail address

The Promotional Game ends at **23:59:59 on 30 September 2026**.

The Grand Prize Draw will take place **within 96 hours after the end of the Promotional Period** by means of a manual random drawing conducted by the Organizer.

5. Eligible Products

Only **bagel products listed on the menu and purchased in person** at **Best Bagel Basilica** or **Best Bagel Váci** are eligible to participate in the Promotional Game.

Participants will receive **one (1) promotional scratch card for each eligible bagel purchased**.

If multiple eligible bagels are purchased in a single transaction, the participant will receive one promotional scratch card for each bagel purchased.

The Promotional Game does **not** apply to orders placed through food delivery platforms, including but not limited to **Wolt**, **Foodora**, or any other third-party delivery service.

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6. Instant Prizes

After scratching the designated area of the promotional scratch card, participants may instantly win one of the following prizes:

- **10% discount on their next purchase;**
- **15% discount on their next purchase;**
- **20% discount on their next purchase;**
- One **complimentary lemonade**;
- One **complimentary muffin**;
- One **complimentary bagel of the participant's choice**.

Each promotional scratch card may contain **only one (1) instant prize**.

6.1 Redemption of Instant Prizes

Instant prizes may only be redeemed at:

- **Best Bagel Basilica**, or
- **Best Bagel Váci**.

Redemption is available **exclusively for in-store purchases placed directly at the cashier**.

Instant prizes:

- cannot be exchanged for cash;
- cannot be exchanged for any other product or service;
- are non-transferable.

6.2 Discount Coupons

Scratch cards awarding **10%, 15%, or 20% discounts** are subject to the following conditions:

- valid only for **in-store purchases**;
- redeemable exclusively at **Best Bagel Basilica** and **Best Bagel Váci**;
- applicable to any order placed directly at the cashier;
- no minimum purchase amount is required;
- cannot be combined with any other promotion, offer, or discount;
- only **one (1) discount coupon** may be used per transaction.

6.3 General Redemption Conditions

Instant prizes may only be redeemed upon presentation of the **original, undamaged, and clearly legible promotional scratch card**.

The Organizer reserves the right to reject any scratch card that is damaged, altered, counterfeit, incomplete, or otherwise illegible.

Lost, destroyed, or stolen scratch cards cannot be replaced.

Each promotional scratch card may be redeemed **once only**.

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7. Participation in the Grand Prize Draw

During the Promotional Period, every participant who receives a promotional scratch card in accordance with Section 5 of these Official Rules is eligible to participate in the Grand Prize Draw.

To enter the draw, participants must complete the entry section of the scratch card by providing the following information:

- Full name;
- Telephone number;
- E-mail address.

The completed entry must be deposited during the Promotional Period into one of the official promotional collection boxes located at:

- **Best Bagel Basilica**, or
- **Best Bagel Váci**.

Incomplete, illegible, or otherwise unidentifiable entries shall be deemed invalid and will not participate in the draw.

Each promotional scratch card constitutes **one (1) entry** into the Grand Prize Draw.

Entries submitted after the Promotional Period has ended will not be accepted.

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8. Grand Prize

Following the conclusion of the Promotional Game, the Organizer will randomly draw one winner from all valid entries submitted during the Promotional Period.

Grand Prize

Two (2) round-trip Economy Class airline tickets from Budapest to New York and back.

The following conditions apply to the Grand Prize:

- the airline tickets will be provided by an airline selected by the Organizer;
- checked baggage is **not included**;
- airport taxes and mandatory airline fees are included;
- both passengers must travel on the **same flights and on the same travel dates**;
- the travel dates will be determined exclusively by the Organizer;
- the trip must be completed no later than **30 June 2027**;
- booking confirmation is subject to the selected airline's availability at the time of reservation.

The Grand Prize does **not** include, without limitation:

- checked baggage;
- ESTA authorization or any other travel authorization;
- passport application or renewal costs;
- travel insurance;
- accommodation;
- local transportation;
- meals;
- any additional expenses not expressly included in the airline ticket.

All such additional costs shall be borne solely by the winner.

The Grand Prize:

- is non-transferable;
- cannot be exchanged for cash;
- cannot be substituted for any other product or service.

If circumstances beyond the Organizer's reasonable control make the advertised prize unavailable, the Organizer reserves the right to substitute the Grand Prize with another prize of equivalent value.

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00:01 (CET) on 6 July 2026

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23:59:59 (CET) on 23 August 2026

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Participants must provide the following information:

- Full name
- Telephone number
- E-mail address

The Promotional Game ends at **23:59:59 on 23 August 2026**.

The Grand Prize Draw will take place **within 96 hours after the end of the Promotional Period** by means of a manual random drawing conducted by the Organizer.

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- Full name;
- Telephone number;
- E-mail address.

The completed entry must be deposited during the Promotional Period into one of the official promotional collection boxes located at:

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Incomplete, illegible, or otherwise unidentifiable entries shall be deemed invalid and will not participate in the draw.

Each promotional scratch card constitutes **one (1) entry** into the Grand Prize Draw.

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Grand Prize

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The following conditions apply to the Grand Prize:

- the airline tickets will be provided by an airline selected by the Organizer;
- checked baggage is **not included**;
- airport taxes and mandatory airline fees are included;
- both passengers must travel on the **same flights and on the same travel dates**;
- the travel dates will be determined exclusively by the Organizer;
- the trip must be completed no later than **30 June 2027**;
- booking confirmation is subject to the selected airline's availability at the time of reservation.

The Grand Prize does **not** include, without limitation:

- checked baggage;
- ESTA authorization or any other travel authorization;
- passport application or renewal costs;
- travel insurance;
- accommodation;
- local transportation;
- meals;
- any additional expenses not expressly included in the airline ticket.

All such additional costs shall be borne solely by the winner.

The Grand Prize:

- is non-transferable;
- cannot be exchanged for cash;
- cannot be substituted for any other product or service.

If circumstances beyond the Organizer's reasonable control make the advertised prize unavailable, the Organizer reserves the right to substitute the Grand Prize with another prize of equivalent value.

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9. Information, Customer Support and Complaints

The official rules of the Promotional Game are continuously available at:

https://bestbagel.hu/otodikszulinapinyeremenyjatek

Any questions, comments, or complaints relating to the Promotional Game may be submitted via e-mail to:

bestbagelbasilica@gmail.com

The Organizer processes inquiries on business days between **10:00 a.m. and 4:00 p.m. (CET)** and will respond within **five (5) business days** of receipt.

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10. Notification of the Winner

The Organizer will notify the winner using the telephone number and e-mail address provided on the promotional scratch card.

The Organizer will make **at least three (3) attempts**, at different times, to contact the winner.

If the winner cannot be reached or fails to cooperate in claiming the prize within **ten (10) calendar days** from the first contact attempt, the winner shall automatically forfeit all rights to the Grand Prize.

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11. Alternate Winners

At the time of the Grand Prize Draw, the Organizer will also draw **three (3) alternate winners**.

Should the selected winner:

- be found ineligible;
- decline the prize;
- fail to claim the prize within the specified deadline; or
- violate these Official Rules,

the Grand Prize shall be awarded to the first eligible alternate winner in the order drawn.

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12. Taxes

Any tax liabilities imposed on the Organizer by applicable law in connection with the Promotional Game or the Grand Prize shall be paid by the Organizer.

Any costs or obligations not expressly assigned by law to the Organizer shall be the sole responsibility of the winner.

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13. Limitation of Liability

The Organizer shall not be liable for, including but not limited to:

- lost promotional scratch cards;
- damaged or illegible scratch cards;
- incorrect or incomplete personal information provided by participants;
- failures of telephone or internet services;
- flight delays caused by the airline;
- flight cancellations;
- force majeure events or any other circumstances beyond the Organizer's reasonable control.

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14. Conditions of Using the Airline Tickets

The winner is solely responsible for possessing all valid travel documents required for entry into the United States.

These include, without limitation:

- a valid passport;
- a valid ESTA travel authorization;
- compliance with all immigration and entry requirements applicable in the United States at the time of travel.

Failure to satisfy these requirements shall not give rise to any liability on the part of the Organizer.

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15. Miscellaneous Provisions

All photographs, illustrations, and other visual materials used in connection with the Promotional Game are for illustrative purposes only.

The Organizer reserves the right to correct any typographical, printing, technical, or administrative errors.

Participants providing false information or otherwise violating these Official Rules may be disqualified from the Promotional Game at the Organizer's sole discretion.

By accepting the Grand Prize, the winner agrees that their name and photographs taken during the prize presentation may be used by the Organizer for promotional and marketing purposes relating to the Promotional Game without any additional compensation, unless otherwise prohibited by law.

16. Reservation of Rights

The Organizer reserves the right to amend these Official Rules in the event of:

- changes in applicable legislation;
- technical reasons; or
- any other material circumstance affecting the operation of the Promotional Game.

Any amendments shall be published on the official website at least **twenty-four (24) hours** before they become effective.

The Organizer further reserves the right to suspend, modify, or terminate the Promotional Game, in whole or in part, if circumstances beyond its reasonable control (force majeure) make such action necessary.

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17. Governing Law and Jurisdiction

These Official Rules shall be governed by and construed in accordance with the laws of Hungary.

Any dispute arising out of or relating to the Promotional Game shall fall within the exclusive jurisdiction of the competent Hungarian courts.

Budapest, 2 July 2026

WRF & Partners Kft.
Organizer

PRIVACY NOTICE

1. Data Controller

The controller of the personal data processed in connection with the Promotional Game is:

WRF & Partners Kft.

Registered Office:
1056 Budapest, Váci utca 73, Hungary

(hereinafter referred to as the **"Data Controller"**).

The Data Controller processes personal data in accordance with:

- **Regulation (EU) 2016/679 of the European Parliament and of the Council (General Data Protection Regulation – GDPR);**
- **Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information (Hungary);**and
- all other applicable Hungarian and European Union legislation governing the processing of personal data.

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2. Purpose of Data Processing

The Data Controller processes participants' personal data solely for the purpose of organizing and administering the Promotional Game.

The purposes of processing include, in particular:

- conducting the Grand Prize Draw;
- contacting the winner;
- arranging and delivering the prize;
- verifying participant eligibility;
- handling customer inquiries and complaints;
- establishing, exercising, or defending legal claims.

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3. Categories of Personal Data Processed

For participation in the Grand Prize Draw, the following personal data will be processed:

- Full name;
- Telephone number;
- E-mail address.

The Data Controller processes only those personal data voluntarily provided by participants.

Proof of age may be requested only where necessary prior to awarding the Grand Prize.

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4. Legal Basis for Processing

Personal data are processed on the basis of the participant's freely given consent pursuant to **Article 6(1)(a) of the GDPR**.

Participants may withdraw their consent at any time.

Withdrawal of consent shall not affect the lawfulness of any processing carried out before such withdrawal.

In certain circumstances, the Data Controller may also process personal data based on its legitimate interests, including, but not limited to:

- preventing fraud;
- investigating suspected abuse;
- ensuring the integrity and fairness of the Promotional Game;
- establishing, exercising, or defending legal claims.

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5. Data Retention

Personal data of participants will be retained for **90 days** following the conclusion of the Promotional Game.

Personal data relating to the winner may be retained for a longer period where required by applicable accounting, taxation, or other legal obligations.

Personal data relating to complaints will be retained for the period prescribed by applicable consumer protection legislation.

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6. Data Security

The Data Controller implements appropriate technical and organizational measures to ensure an adequate level of security for personal data, including protection against:

- unauthorized access;
- unauthorized modification;
- accidental or unlawful destruction;
- loss;
- unauthorized disclosure.

7. Rights of Data Subjects

Participants are entitled to exercise the following rights under the GDPR:

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure ("right to be forgotten");
- the right to restriction of processing;
- the right to data portability;
- the right to object to processing.

The Data Controller will respond to any request without undue delay and, in any event, within **thirty (30) days** of receipt, unless a longer period is permitted under applicable law.

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8. Complaints and Legal Remedies

If a participant believes that the processing of their personal data violates applicable data protection legislation, they may lodge a complaint with the competent supervisory authority:

Hungarian National Authority for Data Protection and Freedom of Information (NAIH)

Address:
1055 Budapest, Falk Miksa utca 9–11, Hungary

Website:
www.naih.hu

E-mail:
ugyfelszolgalat@naih.hu