

OFFICIAL RULES OF THE “PEOPLE OF THE TRAIL” MEMBERSHIP PROGRAM

I. SECTION 1. CAMPAIGN ORGANIZER

The organizer of the campaign “People of the Trail” membership program (hereinafter referred to as “**The Campaign**”) is Tășuleasa Social Association, with registered office in Bistrița-Năsăud County, Piatra Fântânela village, Obcioara Street no. 97, Tiha Bârgăului, registered at the Register of Associations and Foundations with no. 14/31.01.2001, in accordance with the Certificate of Registration of the Non-Profit Legal Entity, unique registration code RO13681966.

The campaign “People of the Trail” membership program is run through **Mediaposte Hit Mail** (hereinafter referred to as “**Agency**”), with registered office at 42-46 Siriului Street, 3rd floor, 1st district, Bucharest, registered with the Trade Register under no. J40/ 8295/2000, fiscal code RO13351917.

II. SECTION 2. RULES OF THE CAMPAIGN

The Campaign will be conducted in accordance with the provisions of this Regulation (“Regulation”) which is binding for all Participants and for all entities involved in the running of the Campaign and in accordance with the provisions of Government Ordinance no. 99/2000 on the commercialization of products and services on the market, with all subsequent amendments and additions; the provisions of Law 506/2004 on the processing of personal data and the protection of private life in the electronic communications sector and the provisions of European Regulation 679/2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

The Regulations are drawn up and made public in accordance with the applicable legislation in Romania and are available, free of charge, to any participant, upon registration on the campaign website <https://www.viatransilvanica.com/en/become-a-member/>.

According to the free decision of the Organizer, the Campaign may be advertised in order to inform the public, including by means of advertising and/or informative materials. The information that such materials may contain shall be interpreted in accordance with the provisions of these Rules.

The Organizer reserves the right to amend and/or supplement the Rules, as well as the right to suspend and/or terminate/interrupt/extend the Campaign, provided that the Participants are notified in advance of any change to any of its provisions. Any amendments/completions to the provisions of these Rules will be

contained in additional documents which will be communicated to the public by updating the Rules and publishing the Rules, in updated form, on the website <https://www.viatransilvanica.com/en/become-a-member/> at least 24 hours before they come into force.

III. SECTION 3. CAMPAIGN AREA AND DURATION

The Campaign is organized on the territory of Romania, in accordance with the provisions of this Regulation.

The Campaign shall run from **June 11th 2025 – June 10th 2026**.

IV. SECTION 4. RIGHT TO REGISTER

The Campaign is open to individuals, whether Romanian or foreign citizens, who have reached the age of 18 on the date of registration in the Campaign and who accept the terms and conditions of these Rules.

Entering the Campaign implies implicit, integral, express and unequivocal acceptance of the provisions of these Rules.

The following categories of persons are not entitled to participate in this Campaign:

- i. The employees of the Organizer, as well as of companies affiliated to the Organizer;
- ii. The employees of the Agencies or employees of any other companies/entities involved in activities related to the organization and running of the Campaign;
- iii. The first and second degree relatives (i.e. children/parents, brothers/sisters/sisters-in-law) and/or spouse of the employees mentioned in (ii) and (iii) above;
- iv. Participants who choose a type of donation other than the one available on the campaign website and specified in Section 5.

The Organizer reserves the right to take all measures to prevent registration in the Campaign, as well as the right to eliminate from the Campaign any person from the categories mentioned above.

Declining to provide the data required for registration in the Campaign will result in the inability to participate in the Campaign.

Any attempt at fraud will lead to the disqualification of the Participant in question from the Campaign and the notification of the criminal investigation authorities, with the Organizer informing the respective participant about this decision.

V. SECTION 5. MECHANISM OF THE CAMPAIGN

In order to participate in the Campaign, a participant must make a recurring donation for at least 6 months, with a minimum donation amount of 25 lei, and/or:

- a. Access the Campaign's website <https://www.viatransilvanica.com/en/become-a-member/>
- b. Fill in the fields: first name, last name, email, phone number.
- c. Select one of the two payment options available on the page:
 - i. Monthly subscription of 25 lei/month, with monthly payment;
 - ii. Annual subscription of 250 lei, paid in advance for one year.
- d. Check the mandatory box "I have read and agree to the provisions of the Campaign Regulations." Failure to check this box will prevent registration in the campaign.
- e. Select one of the two payment methods available on the page:
 - i. Bank card
 - ii. PayPal

After selecting the "Bank card" payment option, the Participant will be redirected to the EuPlatesc.ro page, where they must complete the required fields, check the mandatory box "I accept the terms and conditions," and click the "Pay Online" button.

Upon completion of the transaction, the Participant will receive an email from EuPlatesc.ro containing the following information:

- a. Confirmation that the transaction has been successfully completed;
- b. Notification that the account will be automatically debited at the selected interval for the donation payment;
- c. Information on how to cancel recurring transactions.

After selecting the "PayPal" payment option, the Participant will be redirected to the PayPal.com page, where they must follow the displayed steps for account creation, registration, and payment processing.

Program benefits

Participants registered in the "People of the Trail" membership program enjoy the following advantages:

- a. They receive personalized email communications: exclusive content for a limited period, information related to the development of the Via Transilvanica project and documented experiences in the form of stories from the "People of the Trail" (hosts, hikers, team members, sculptors etc.);
- b. They have access to exclusive products from the Via Transilvanica shop, created especially for members (backpack tag, bottle, cap etc.);

- c. They can participate in dedicated campaigns and have access to personalized products and services, communicated on the campaign page.

VI. SECTION 6. LIMITATION OF LIABILITY

The Organizer is entitled to take all necessary measures in case of an attempt to defraud the system, abuse or any other attempts that could damage the image of this Campaign as well as the Organizer. Any attempt of fraud will result in the elimination of the Participant in question from the Campaign and the referral to the criminal investigation authorities, and the Organizer will inform the Participant of this decision.

In the event of a dispute over the validity of an entry in this Campaign, the decision of the Organizer is final.

The Organizer accepts no responsibility for:

- a. Online registrations sent outside the Campaign Period mentioned above;
- b. Online registrations that do not contain all the mandatory fields;
- c. Errors in the data provided by the Participant. The accuracy of the contact details is not the responsibility of the Organizer and is the sole responsibility of the Participant.

The Organizer shall not be liable in any way for any direct or indirect damage resulting from entering the Campaign unless it is due to gross negligence or intentional acts for which the Organizer is responsible.

VII. SECTION 7. TERMINATION/INTERRUPTION OF THE CAMPAIGN. FORCE MAJEURE

The Campaign may be terminated before the expiry of the stipulated period in the event of an event constituting force majeure, including in the event of the Organizer's inability, for reasons beyond its control, to ensure the smooth running of the Campaign.

Force majeure means any external event that cannot be foreseen, controlled or remedied by the Organizer, including the Organizer's inability to do so for reasons beyond its control, and the occurrence of which makes it impossible for the Organizer to fulfill its obligations under the Rules.

The Campaign may be terminated before the expiry of the set period or may be suspended at any time at the Organizer's discretion, provided that the Organizer gives prior notice of such a situation and in compliance with the provisions of the Rules.

VIII. SECTION 8. COMPLAINTS AND DISPUTES

The Participants may lodge disputes in connection with the running of the Campaign by email at membership@viatransilvanica.com. Complaints will be resolved within a maximum of 30 days from the date of their submission and a written reply will be communicated to the Participant at the e-mail address indicated or at the postal address communicated by the Participant.

Any disputes arising between the Organizer and Participants, regarding any aspect related to the running of the Campaign, will be settled amicably, and if this is not possible, the disputes will be settled in the competent Romanian courts.

IX. SECTION 9. PROCESSING OF PERSONAL DATA

1. Personal data controller

In order to run the Campaign, the participants' personal data will be processed by Tășuleasa Social Association, with a registered office in Bistrița-Năsăud County, Piatra Fântânele village, Obcioara Street no. 97, Tiha Bârgăului, registered at the Register of Associations and Foundations with no. 14/31.01.2001, in accordance with the Certificate of Registration of the Non-Profit Legal Entity, unique registration code RO13681966, hereinafter referred to as “the Operator”.

The Operator's contact details for inquiries or for exercising the rights of the data subjects regarding personal data are as follows: Bistrița-Năsăud County, Piatra Fântânele village, Obcioara Street no. 97, Tiha Bârgăului, phone number: +40 (743) 764 892, email address: info@viatransilvanica.com

2. Categories of personal data processed within the Campaign

In the framework of the Campaign, the Operator will process the following categories of personal data: Identification and contact details – first name, last name, email address, phone number.

3. Purposes of processing

The personal data of participants in the Campaign will be processed in order to:

- a. Organizing and running the campaign;
- b. Granting of benefits and the fulfillment of the Operator's financial and accounting obligations;

4. Legal grounds for processing

Data will be processed pursuant to the execution of the contract represented by the Official Rules of the “People of the Trail” membership program.

5. Recipients of personal data

The personal data will be disclosed to the Agency involved in carrying out the campaign, as well as the authorities, in cases where the Operator must comply with the obligations imposed by the legislation in force.

6. Personal data storage period

The Participants' personal data will be stored for as long as necessary to carry out the Campaign and to fulfill the Operator's legal obligations.

At the expiry of the storage period of personal data, the Controller will delete/destroy such data from the processing and storage media, imposing similar obligations on the Controller(s).

7. Rights of data subjects

In order to ensure fair and transparent processing, the Operator shall inform Participants of their rights as data subjects, in accordance with the applicable legal provisions:

- i the right to withdraw consent to the processing at any time, where the processing is based on consent, without this affecting the lawfulness of the processing carried out on the basis of consent prior to the withdrawal of consent;
- ii the right to request access to personal data;
- iii the right to request rectification of personal data;
- iv the right to request erasure of personal data;

- v the right to restriction of processing;
- vi the right to object to processing, under the conditions provided by law;
- vii the right to data portability;
- viii the right to lodge a complaint with the National Supervisory Authority for Personal Data Processing.

Participants can exercise the rights mentioned above by calling the phone number +40 (743) 764 892 or by sending a request to the email address info@viatransilvanica.com.

8. Personal data security

The Operator is obliged to implement appropriate technical and organizational measures in order to ensure an adequate level of security of personal data belonging to the participants in the Campaign. The Operator undertakes to impose similar obligations on the Processor. In assessing the appropriate level of security, account shall be taken in particular of the risks presented by the processing of personal data, arising in particular from accidental or unlawful destruction, loss, alteration, unauthorized disclosure of or unauthorized access to personal data transmitted, stored or processed.

9. Other provisions

To the extent that Participants disclose personal data belonging to third parties in the course of the Campaign, Participants confirm that they have informed these third parties of how their personal data will be processed and that these data are used for the purposes of the Campaign and that they have obtained the consent of these third parties for this operation. In this regard, Participants are obliged to inform such persons of the content of this section.

The Campaign Participants' personal data will be processed in accordance with the applicable legislation in the field of personal data protection, in particular in accordance with the provisions of Regulation No. 679/2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data.