

The #zwiedzajKrakow [#visitKrakow] Program Regulations implemented as part of the Krakow Undiscovered promotional campaign

I. GLOSSARY

1. **Organizer** - the Municipality of Krakow, on behalf of which the Tourism Department of the Krakow City Office operates, pl. Wszystkich Świętych 3-4, NIP: 676-101-37-17.
2. **Strategic Partners** -
 - **Krakow Festival Office**
 - **Malopolska Tourist Organization** - logistic and promotional cooperation within the membership of the Krakow City Municipality in the organization.
3. **Program** - an offer prepared as part of a socio-information campaign addressed to residents with a Krakow Card or Krakow Family with a Disabled Child Card or Krakow Family Card 3+ and tourists with the #zwiedzajKrakow Card, taking the provisions of point II.3 of the Regulations into account.
4. **Krakow Card (in mobile and / or plastic version) and Krakow Family with a Disabled Child Card and Krakow Family 3+ Card, hereinafter referred to as City Cards** – programs under which the residents of Krakow and persons paying taxes in Krakow can take advantage of rebates and discounts in many areas of the City's functioning - more information at www.kk.krakow.pl/ , www.krakow.pl/bezbarier/ www.kkr.krakow.pl.
5. **#zwiedzajKrakow card [#visitKrakow]** - a free card entitling the holder, who will spend a minimum of one night's night in an accommodation facility participating in the Program Partner within the Krakow City Municipality, operating in accordance with the Act of August 29, 1997 on Hotel Services, Tour Guide Services and Tourist Guides and in accordance with the principles set out in the Regulations, to a discount. The card is of a promotional nature and is a souvenir of participating in the Program.
6. **Program Partner** - an entity qualified to participate in the program, granting a 20% discount off the bill for the sale of its services or products to City Cards Users or the #zwiedzajKrakow Cards, taking the provisions of point II.3 of the Regulations into account.
7. **Card User** - a person using the selected City Card (i.e. Krakow Card) in the mobile and / or plastic version, or the Krakow Family with a Disabled Child Card or the Krakow Family 3+ Card) or the #zwiedzajKrakow Card.
8. **Website** www.krakow.travel - a website operated by the Krakow Festival Office.

II. GENERAL INFORMATION ABOUT THE PROGRAM

1. The Program is an offer prepared as part of a socio-information campaign addressed to residents and tourists visiting Krakow in order to strengthen local entrepreneurship in Krakow.
2. The Program allows you to take advantage of a 20% discount (20% off the bill for the sale of services or products, it applies to the entire assortment) on the offers of Partners by tourists when they present the #zwiedzajKrakow Card and residents, upon presenting one of the City Cards (i.e. the Krakow Card mobile and / or plastic version or the Krakow Family with a Disabled Child Card or the Krakow Family 3+ Card).
3. The Program also provides for the possibility of using a 20% discount on accommodation services in accommodation facilities in the Municipality of Krakow (operating in accordance with the Act on Hotel Services, Tour Guide Services and Tourist Guides, Journal of Laws of 2019, item 238, of 2020 item 374,568) that will join the program as Program Partners. The possibility of buying accommodation with a 20% discount is possible in the manner specified by the Program Partner in the application form (Appendix. 1 to the Regulations). Joining the program, the Partner has the right to indicate whether they will give a 20% discount only on the prices published on their own websites or also on the prices published on the booking portals of their choice. It is also possible to purchase accommodation without prior reservation with a 20% discount directly at the Program Partner's accommodation facility if rooms are available. In this case, the Program Partner is obliged to inform persons purchasing accommodation in the Facility about their participation in the Program and the possibility of taking advantage of the discount.

When booking accommodation services, there is no requirement to have the #zwiedzajKrakow Card in advance. Persons who will stay at the Program Partner's accommodation facility and have not made a reservation with a discount provided for in the Program are not entitled to claim a discount for accommodation after receiving the #zwiedzajKrakow Card.

All tourists, regardless of whether they took advantage of the discount for accommodation or not, registered during the Program at the Program Partner's facility will receive the Card free of charge immediately after checking into the accommodation facility.

4. The list of Program Partners will be available at www.krakow.travel. The list includes names of the Program Partner and an active link to its website or to their profile on social media (in the absence of such tools - the postal address of the Partner's facility where it operates).
5. The program runs from July 1, 2020 to June 30, 2021, with the provision that the duration may be reduced in the event of any worsening of the epidemic situation in Poland.
6. The program organizer extended the duration of the program until June 30, 2021 due to the interest of the Program Partners in its further implementation.
7. The provisions of the Regulations will apply in the territory of the Municipality of Krakow during the period from July 1 to June 30, 2021. The Organizer is not an intermediary in the sale of Partners' offer. The program does not constitute an offer within the meaning of the Civil Code and is only of a social, informative and promotional nature.

III. TERMS AND CONDITIONS FOR #zwiedzajKrakow CARD - CARD USERS

1. The Organizer is the issuer of the free Card.
2. The Card is not an electronic or payment card.

3. The Card is distributed free of charge.
4. The Card is intended for all persons using accommodation with a Partner without age restrictions.
5. The Organizer authorizes the Program Partners providing accommodation services to provide tourists with the Card and fill it in.
6. The Organizer does not consent to the Card being transferred to unauthorized persons.
7. Any attempts to make changes to the Card description by unauthorized persons are prohibited.
8. The Card User may take advantage of the promotional offer to which they are entitled to have the Card only for the duration of accommodation in the accommodation facility, i.e. according to the date of check-in and check-out as entered on the Card.
9. The Card User is obliged to present the Card to the Partner if they want to take advantage of the promotional offer.
10. The Card User has the right to notify the Organizer of a failure to obtain a discount from the Partner, or any doubts regarding the quality of the Program Partner's offers, to the e-mail address: podrozykakrakow@um.krakow.pl, with the provision that the Partner is always responsible for any unreliability of the services provided.

IV. CONDITIONS FOR PARTNER PARTICIPATION

1. The condition of participation in the Program for Program Partners is to offer the Users of the #zwiedzajKrakow Card and City Card users a 20% discount on the value of the bill for its services and products, such as:
 - accommodation services,
 - organization of tourist packages - *e.g. Family, Friends, Health and Beauty thematic packages, Culinary Krakow, Event, Premium Business*,
 - food service,
 - guide services,
 - tourist attractions,
 - sale of souvenirs, handicrafts, books, etc.,
 - transport services, parking lots,
 - health and beauty improvement services,
 - other services and products that may be of interest to guests visiting Krakow.
2. The accommodation facilities being the Program Partners should meet the requirements provided for in the Act on Hotel Services, Tour Guide Services and Tourist Guides of August 29, 1997, that appears in the register of the Marshal of the Malopolska Region or in the records of the Mayor of the City of Krakow.
3. In the case of entrepreneurs offering tourist packages - the package offered must consider the provisions of the Act of November 24, 2017 on Tourist Events and Related Tourist Services (i.e. Journal of Laws of 2019, item 548, as amended).
4. The Program may be joined by the managers of key tourist attractions in the Malopolska Region who are members of the Malopolska Tourist Organization, as well as the managers of the abovementioned attractions organized by MOT members.
5. The Program is not addressed to entities conducting activity, among others within the sales points of sex-shop erotic novelties, go-go nightclubs, offering artistic performances in the field of erotic dance, striptease, etc., gambling entities, activities involving trade in designer drugs

and other such substances of natural or synthetic origin acting on the central nervous system in a manner similar to that of psychotropic and intoxicating substances and non-food substitutes, retail and wholesale alcohol establishments (excluding catering establishments).

V. APPLICATIONS FOR THE PROGRAM

1. Entities interested in participating in the Program are required to download the application form (Appendix 1 to the Regulations) along with the declaration (Appendix 2 to the Regulations) available at www.krakow.travel and www.krakow.pl and send it to the selected e-mail address: podrozykakrakow@um.krakow.pl
2. The first stage of applications to the Program expires on June 26, 2020. It is allowed to join the Program up to one month before its end, i.e. until June 1, 2021, by electronic means after sending the completed application form in the word version (Appendix 1 to the Regulations) and a scan / photo of the statement (Appendix 2 to the Regulations) about accepting the Program Regulations confirmed with a copy with the entrepreneur's seal.
3. The Organizer reserves the right not to qualify an entity as a Program Partner, about which the entity will be notified by sending relevant information to the e-mail address indicated in the application form (Appendix 1 to the Regulations) if:
 - 1) the information provided by the entity interested in participating in the Program shall prove to be false,
 - 2) an entity interested in participating in the Program or its promotional offer does not meet the conditions of participation in the Program specified in the Regulations,
 - 3) the scope of data provided in the application form (Appendix 1 to the Regulations) or the Promotional Offer raises reasonable suspicion regarding the reliability of the entity interested in participating in the Program.

VI. OBLIGATIONS AND RIGHTS OF THE PROGRAM PARTNERS

1. The Program Partner participating in the Program confirms that they understand and accept the provisions of the Regulations and shall abide by them.
2. The Program Partner is obliged to place information about its participation and promotional offer and about the Program on its own media carriers before the start of the Program, i.e. before July 1, 2020, after the Organizer's acceptance of participation. Promotional materials (text and graphics) for use will be sent by the Organizer along with information about the qualification of the entity.
3. Program Partners are obliged to place stickers promoting the program, as provided by the Organizer, in prominent locations.
4. The Program Partners undertake to promote the Program within their own information channels.
5. The Program Partner is obliged to honor City Cards and the #zwiedzajKrakow Card and to grant a 20% discount on their offer, in accordance with the provisions of the Regulations. Otherwise, it shall be excluded from the Program by the Organizer.
6. In a situation in which the Partner of the #zwiedzajKrakow Program is also a partner of one of City Cards, they grant a 20% discount on their offer for the duration of the #zwiedzajKrakow Program. Discounts resulting from City Cards cannot be combined with the discount resulting from the #zwiedzajKrakow Program.

7. The Program Partner providing accommodation services is required to fill in the #zwiedzajKrakow Card in the fields marked on its reverse side: user name, date of check-in and check-out, name of the accommodation facility, and the registration number assigned by the facility, and provide it free of charge to all persons staying in their facility for at least one night.
8. The Card should be filled in legibly and, in a manner, preventing changes and corrections.
9. In the case of Program Partners providing accommodation services - the Program Partner is obliged to inform the Organizer on the exhaustion of the limited number of the #zwiedzajKrakow Cards in their facility (with the provision that the delivery of another pool of the Cards will be possible within 7 business days of notification).
10. In the event of a breach of the provisions of the Regulations, the Program Partner will be excluded from the Program - i.e. removed from the list of Program Partners published on the www.krakow.travel website.
11. In the event that the Program Partner is unable to operate, and thus cannot honor the #zwiedzajKrakow Card or resigns from participation in the Program, the Program Partner shall immediately notify the Organizer of this fact via e-mail to: podrozykakrakow@um.krakow.pl. This shall result in the temporary or permanent removal from the list of Partners found at www.krakow.travel.
12. In the event of exclusion from the Program, the Program Partner is obliged to immediately remove all information about their participation in the Program from all the information media at its disposal.
13. Any Program Partner providing accommodation services that will be excluded from the Program or withdraw their participation on their own, is obliged to return the unused #zwiedzajKrakow Cards to the Organizer.
14. Liability for any third-party claims related to the inability to take advantage of the Program Partner's promotional offer or the unreliability of the services provided by them shall be borne solely by the Program Partner.
15. The Program Partner undertakes to complete the evaluation sheet sent by the Organizer to the e-mail address provided in the application form (Appendix 1 to the Regulations) when the Program is completed. The evaluation sheet will contain questions concerning, among others, statistics of the #zwiedzajKrakow Cards issued during the Program (in the case of Program Partners providing accommodation services) or the number of Card Users who took advantage of a discount on their offer.
16. . If the Organizer's customer survey is conducted by the Organizer, the Program Partner agrees to conduct the survey on the premises of their facility.

VII. OBLIGATIONS AND RIGHTS OF THE ORGANIZER

1. The Organizer reserves the right of exclusive decision-making in the procedure of selecting Program Partners.
2. The Organizer is obliged to inform the entity applying as a Program Partner about the result of considering the application sent by the Partner electronically.
3. The Organizer grants the Program Partners permission to use the Program graphic materials sent by e-mail along with information on qualifying to participate in the Program. The consent for the Program Partners to use the Program logo includes its placement by the Partners on their websites solely for the purpose of information about the Program and its participants. All

other forms of use of the Program logo by Program Partners or other entities require the written consent of the Organizer.

4. If the Program Partner violates the provisions of the Regulations, the Organizer reserves the right to withdraw the Program Partner's consent to use the Program logo. The Organizer shall inform the Program Partner by electronic means about the withdrawal of consent to use the Program logo.
5. The Organizer is obliged to produce #zwiedzajKrakow Cards and transfer them to the Program Partners providing accommodation services. The method of transfer will be determined in working mode.
6. The Organizer is obliged to produce #zwiedzajKrakow Cards and transfer them to the Program Partners providing accommodation services. The method of transfer shall be determined in working mode.
7. The Organizer shall ensure the promotion of the Program as part of the Krakow Undiscovered campaign.
8. If the Organizer determines that the Program Partner does not grant the declared discount, for reasons other than *force majeure* or exhaustion of product and service limits covered by the promotional offer, the Program Partner shall be removed from the list of Partners.
9. The Organizer is not responsible for incorrect or false data provided by the Partners regarding their promotional offer or themselves.
10. The Organizer is not responsible for claims of third parties related to the quality of products and services offered by Program Partners.

VIII. ADDITIONAL INFORMATION ABOUT THE REGULATIONS

1. The Regulations are available at www.krakow.travel and www.krakow.pl and enter into force on the day of their publication.
2. The Organizer reserves the right to amend the Regulations using appropriate forms of information and notifications of change.
3. The Regulations are the only binding document with legal force for the implementation of the Program. Advertising materials (including advertising materials of the Program Partners) are only of a promotional and informational nature.