

## **Rules for Uploading Messages to the Vodafone Cheering Point at the Generali Prague Half Marathon 2026**

1. **Vodafone Czech Republic a.s.**, with its registered office at náměstí Junkových 2808/2, Stodůlky, 155 00 Prague 5, Company ID No. 25788001, registered in the Commercial Register kept by the Municipal Court in Prague, Section B, File No. 6064 (hereinafter referred to as “**Vodafone**”), is preparing this activation as part of the **RunCzech Generali Prague Half Marathon 2026** (hereinafter referred to as the “**Race**”). The procedure and conditions of this activation are governed by these rules (hereinafter referred to as the “**Rules**”).
2. The activation takes place only during the Race, on **28 March 2026 from 10:00 a.m. to 2:00 p.m.**, along the race course in **Jankovcova Street, Prague 7**, where the cheering point will be located (hereinafter referred to as the “**Activation Location**”).
3. Anyone wishing to display a message for a runner in text and/or graphic form on the Vodafone cheering point screen must upload the message **no later than 26 March 2026 at 23:59** on the website: <https://www.foxhunter.cz/rungiga-cheering-points/>
4. The participant fills in the runner’s name, indicates whether the runner is participating in the men’s or women’s race, and provides the bib number. The participant may also upload a text message of a maximum length of **160 characters** and/or an image file in **JPG format**. Furthermore, the participant provides their email address, to which a confirmation summary will be sent after uploading the message, and through which the participant will also be able to delete the message.
5. After agreeing to these Rules and submitting the message, the message is automatically sent to the database hosted on the storage of **FOX Hunter s.r.o.**, with its registered office at Českobrodská 854/34c, Hloubětín, 190 00 Prague 9, Company ID No. 27936325, which organizes the activation for Vodafone.
6. After being uploaded into the system, all messages undergo **manual moderation** to prevent inappropriate content. The organizer reserves the right to exclude any messages that do not comply with good morals or that violate legal regulations. It is prohibited to include **sensitive information** in the messages.
7. If the uploaded messages contain **personal data or images of other persons**, it is assumed that such third parties have been informed accordingly.
8. During the Race, a sensor will be placed along the course to read runners’ bib numbers. At the moment the sensor reads the bib number of a runner for whom a message has been uploaded, the message will be displayed on an **LED screen** located a short distance after the sensor.
9. **Only one message may be displayed per runner.** If more than one message has been uploaded for the same runner, the message that was uploaded **first** will be displayed on the LED screen.

10. Participation in the activation is open to **natural persons aged 15 years or older**.

11. Vodafone shall not be liable for any technical errors occurring during the implementation of the activation and reserves the right of **final decision** in all matters related to the activation, including its termination.

12. Vodafone is entitled to unilaterally amend or supplement these Rules at any time. The current version of the Rules will always be available on the activation website. On the effective date of a new version of the Rules, the previous version shall cease to be effective. All participants in the activation are bound by these Rules. Any matters not expressly regulated by these Rules shall be governed by Act No. 89/2012 Coll., the Civil Code.

13. For the purpose of uploading messages for runners, the above-mentioned **personal data and data entered by the participant into the activation microsite**, including data of third parties, will be processed. Such data will be processed solely for the stated purposes for the duration of the activation and until the end of the Race, after which they will be deleted. Personal data will be shared with **FOX Hunter s.r.o.**, which, in the role of processor, provides the technical and organizational support for the activation.

14. These Rules are **valid and effective as of 10 March 2026**.