

**SYLVAMO –WORLD CUP 2022**  
**RULES OF THE GAME**

**1. ORGANISATION**

For the 2022 FIFA World Cup, SYLVAMO UK Limited, a limited company with company number SC004787 and having its registered address at Commerce House, South Street, Elgin, Moray, Scotland, IV30 1JE (“**SYLVAMO**”), has organized, from November 16<sup>th</sup> 2022 to December 19<sup>th</sup> 2022 an online contest, where Participants (as defined below in Article 2) can predict winners of each World Cup match and answer questions about SYLVAMO’S brand (the “**Game**”).

The participating countries are distributed in “**Leagues**”.

Participants are invited to participate in the Game as part of one of the Leagues, accessible on a “**Platform**”, whose link was communicated to them by email<sup>1</sup>.

The Game is free of charge and does not imply any obligation to purchase.

Participation in this Game requires prior full and unreserved acceptance of these rules of the Game (the “**Rules**”).

SYLVAMO reserves the right to make any decision, in its sole discretion, it deems useful for the application and interpretation of the Rules. Any violation of the Rules may result in the immediate disqualification of the Participant.

**2. PARTICIPATION CONDITIONS**

This Game is intended for SYLVAMO’S customers contacts. Participants shall be individuals, and must be aged over 18 years old.

Customer contacts receive an email to participate in the Game, which includes (i) a hyperlink to the Platform of the League in which they are invited to participate (ii) a short description of the Game (iii) the Rules in downloadable PDF version (the “**Ticket email**”).

To participate in the Game, the recipient of the Ticket email must register on the Platform and fully accept the Rules (the “**Participants**”). There is a limit of one entry per Ticket email.

To register, SYLVAMO’S customer contacts must access the Platform by clicking on the hyperlink in the ticket email and provide the following information :

- a. First name, last name
- b. Email address and phone number

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<sup>1</sup> The Platform is hosted and maintained by Renew Creative (Renew Land Projects Limited, registered under the No. 09075174, with main office at the View, Brookfield, Audlem Road, Hankelow, Cheshire, CW3 0JE).

- c. Date of birth
- d. Country where they are domiciled
- e. Name of their employer and country where employer is located, if different from d)
- f. Username and confidential password to further login on the Platform

Once registered, the Rules of the Game shall appear on the screen. The customer contacts shall read them in full and accept them by ticking the box at the bottom of the page mentioning *"I have read the Rules of the Game ; I accept them in full and undertake to the comply with those Rules"*.

If any of the recipients of the Ticket email do not want to participate in the Game he/she can click on the button "unsubscribe" and will not receive any further emails or communication in respect to this Game.

The Rules shall remain accessible with a download link on the footer of the Platform.

### **3. TERMS OF THE GAME**

3.1. The purpose of the Game is to predict the winners of each World Cup match and answer questions about the SYLVAMO brand to earn extra points.

3.2. After logging in, a Participant shall enter the main menu of the Platform. From the menu, the Participant can access the "**Changing Room**", which displays his/her dashboard for the Game and where the Participant can :

- see his/her score,
- view his/her matches predictions,
- answer quizzes about Sylvamo,
- make his/her predictions for the next matches,
- make his/her predictions for the Golden boot,
- chat with Sylvamo sales team.

3.3. The match predictions go through each of the group stage, quarter finals, semi finals and then final match. For each match, a Participant can predict the winning team or a tie, until no later than 1 hour before the starting of the match. Once made, the prediction can not be changed by the Participant.

For the sake of clarity, a correct prediction is when a Participant has found the winner of the match or correctly predicted a tie ("**Correct Prediction**").

Each Participant shall receive reminders by email about the coming matches.

3.3. Points are allocated as follows:

- ✓ Group Matches : **25 points** for each Correct Prediction
- ✓ 1/8 finals : **50 points** for each Correct Prediction
- ✓ Quarter finals : **100 points** for each Correct Prediction
- ✓ Semifinals : **150 points** for each Correct Prediction
- ✓ 3<sup>rd</sup> place play-off : **200 points** for the Correct Prediction
- ✓ Final: **300 points** for the Correct Prediction

3.4. During the course of the Game, Participants can earn extra-points by participating in quizzes relating to Sylvamo.

Quizzes shall consist of multiple-choice questions, with only one correct answer. The time taken to answer each question shall be recorded in the back end of the Platform.

Points are allocated as follows:

- ✓ Quizzes : **50 points** for each correct answer

3.5. Participants can earn extra-points by predicting the name of the Golden boot, until 1 hour before the beginning of the first match.

Points are allocated as follows:

- ✓ Golden boot : **250 points** for the correct name of the player who wins the Golden boot

#### 4. PRIZES

4.1. Based on the final ranking, the 3 Participants with the most points of each League, according to the above mentioned allocation of points, shall win a prize (the "Prizes").

The Prizes awarded to the winners were presented during the communication on the Game. The Prizes are likely to change, due to market availabilities notably.

In the event of a tie, meaning that more than one Participant has the same number of points at the end of the Game, the Participant who was the fastest to complete the quizzes will win.

4.2. The calculation of points is made and the scores are set by the Renew Agency, which manages the Platform on behalf of Sylvamo.

It is agreed that the information resulting from the Game systems has evidentiary force in any dispute as to the electronic processing of said information relating to the Game.

**4.3.** The winners will receive an email announcing their victory and the relevant prize they have won. SYLVAMO will send their Prize to each of the 3 winners within one (1) month of the announcement of the results.

**4.4.** The Participants, if they are among the winners, accept the Prizes in advance without being able to claim an exchange or their counter value in cash from SYLVAMO.

**4.5. It is expressly recalled and accepted by the Participants that the predictions remain a game of skill and that their participation in this Game does not carry any guarantee of receiving one of the available Prizes.**

## **5. OTHERS APPLICATIONS OF THE PLATFORM**

**5.1.** Participants will have the opportunity to learn more about SYLVAMO, its product credentials, the sustainability of its mills and production process, in the “Our Brand” and “Sustainability” tabs accessible from the menu/

**5.2.** A chat will be available on the Changing Room dashboard to meet the SYLVAMO’s sales team members and interact on the progress of the World cup matches and of the Game. Both the Participants and SYLVAMO sales team members can start the conversation.

## **6. PRIVACY AND PERSONAL DATA**

**6.1** Acting as data controller, SYLVAMO is responsible for collecting and processing personal data of the Participants in the context of the Game. SYLVAMO shall process the Participant’s personal data in accordance with its [Privacy Notice](#) and the terms set out below.

SYLVAMO implements appropriate technical and organisational measures to ensure that the processing of Personal Data is carried out in accordance with applicable data protection legislation.

**6.2** Type of the Personal Data: name and surname, e-mail address, company’s name, address for delivery of prizes.

**6.3.** Purposes of the processing of Personal Data: organisation and management of participation in the Game.

**6.4.** Recipients of Personal Data: SYLVAMO, the Renew Agency acting as data as processor on behalf of SYLVAMO, SYLVAMO’s internal marketing and sales departments

**6.5.** Retention of Personal data: Participants' personal data will be retained for two (2) years following the end of the Game.

**6.6 Data Subject's Right:** Participants have the right to access their Personal Data. Under the conditions provided for by law, Participants may also request a limitation of the processing, rectification or deletion of their Personal Data, withdraw their consent to the processing of their Personal Data, request their portability or communicate instructions on their fate in the event of death.

Participants also have the right to object to the processing of their data for commercial prospecting purposes.

These rights may, subject to proof of identity, if necessary by producing a copy of an identity document, be exercised at any time at the following addresses:

- until January 31<sup>st</sup> 2023 :
  - o by email: [michelle@renewcreative.co.uk](mailto:michelle@renewcreative.co.uk)
- from February 1<sup>st</sup> 2023:
  - o by email: [compliance@sylvamo.com](mailto:compliance@sylvamo.com)

**6.7 Complaints:** The Participants concerned have the right to lodge a complaint with a supervisory authority in charge of the protection of individuals with regard to the processing of personal data. In the United Kingdom, the supervisory authority is: the Information Commissioner's Office, Wycliffe House, Wawter Lane, Wilmslow, Cheshire, SK9 5AF.

## **7. LIABILITY**

**7.1.** SYLVAMO shall not be held responsible if it is forced to cancel, shorten, extend, postpone or modify the conditions of participation as well as the Rules, due to or arising from an event beyond its reasonable control and not resulting from a breach of its legal or contractual obligations, such as for example the cancellation or postponement of the World Cup or of one or more matches of the World Cup.

To the extent possible, such changes will be notified to Participants.

**7.2.** Participants are solely responsible for the information communicated at the time of their registration as well as for the reception of their Prize, when they are among the three winners in their League.

Consequently, SYLVAMO shall not be held responsible if the winner does not receive its prize, or cannot be contacted.

**7.3.** Participants shall be aware of the limits of Internet, particularly with regard to technical performance, the response time to consult, query or transfer information, the lack of protection of certain data against possible misappropriation and the risks of contamination by any viruses circulating on the network. It is up to each Participant to take the appropriate measures to protect his own data and/or software stored on his computer and telephone equipment against any attack. SYLVAMO cannot be held responsible for any malfunction related to the consequences of the connection of Participants to the Platform of the Game, their computer equipment and / or other connected devices. SYLVAMO can neither be held responsible for the consequences of any virus,

computer bug, anomaly, technical failure, which has prevented or limited the ability to participate in the Game, or damaged the computer system of a participant.

**7.4.** Participants shall be solely responsible for ensuring that their participation in the Game complies with their own company's internal policies or code of conduct, including anti-corruption policies.

## **8. DECISIONS OF THE ORGANISER AND FRAUD**

**8.1.** Participants authorise all verifications concerning the information provided in the registration form. Any inaccurate or misleading information will result in the immediate disqualification of the Participant and, if applicable, the Participant shall return any Prize already received.

**8.2.** A Participant's intention to cheat or attempt to cheat may be sanctioned by a formal and definitive ban on participating in the Game and, if applicable, the Participant shall return any prize already received. In particular, those who, by any means whatsoever, attempt to modify the results of the Game will be excluded.

**8.3.** SYLVAMO may cancel all or part of this Game if it appears that fraud has occurred in any form whatsoever in the context of participation in the Game or in the determination of the winners.

## **9. APPLICABLE LAW – DISPUTE RESOLUTION**

**9.1.** The Rules shall be governed and construed in accordance with the law of England and Wales.

**9.2.** In order to be taken into account, any disputes regarding the Game and/or the Prizes must be made in writing to SYLVAMO at the following address [compliance@sylvamo.com](mailto:compliance@sylvamo.com) , and no later than thirty (30) days after the end of the Game as indicated in the Rules.

**9.3.** In the event of a disagreement on the application or interpretation of the Rules, the Participant and SYLVAMO will use their best efforts to resolve it in an amicable manner. If there is any reason to believe that there has been a breach of the Rule, SYLVAMO may, at its sole discretion, reserve the right to exclude a Participant from participating in the Game.

**9.4.** SYLVAMO reserves the right to hold void, suspend, cancel, or amend the Game where it becomes necessary to do so.

**9.5.** In the alternative, in the absence of amicable agreement, any dispute will be submitted to the competent courts in accordance with the law of England and Wales.