

1. Due to the cap manufacturer's mistake, there may be golden caps without a code, a cap without a code, will win a 1.0l Värskas Original bottle at the Circle K gas station.
2. The campaign and prizes are organized by: Värskas Original AS, Pikk 41, Värskas, Setomaa municipality, 64001 Võrumaa; registry code: 10251987; phone: +372 796 4770, e-mail: kampaania@varskaoriginal.ee (here and after the organizer).
3. Name of the campaign: Värskas Original 50th anniversary golden cap campaign
4. Campaign area: Republic of Estonia
5. Campaign period: 15.05–15.08.2023
6. Campaign winning fund: 50 500
7. The procedure for conducting the campaign is established by the organizer in these rules. All the organizer's decisions in conducting the campaign are final and for everyone participating in the campaign mandatory. The organizer reserves the right to change or supplement the rules, publishing the relevant information as a supplement to the rules.
8. The following Värskas Original products participate in the campaign
 - * Värskas Original carbonized 0.5 l PET
 - * Värskas Original carbonized 1.0 l PET
 - * Värskas Original carbonized 1.5 l PET
 - * Värskas Lemon 1.5 l PET
 - * Värskas Lemon 0.5 l PET
 - * Värskas Pomegranate 1.5 l PET
 - * Värskas Aluseline 1.5 l PET
 - * Värskas Aluseline 0.5 l PET
 - * Värskas Vurtsvasser apple 1.0 l PET
 - * Värskas Vurtsvasser blackcurrant 1.0 l PET
 - * Värskas Vurtsvasser rhubarb-raspberry 1.0 l PET
 - * Värskas Vurtsvasser mango-passioni 1.0 l PET
 - * Värskas Naturaal Plus goji cranberry 1.5 l PET
 - * Värskas Naturaal Plus goji cranberry 0.5 l PET
 - * Värskas Naturaal Plus aloe vera-yuzu 1.5 l PET
 - * Värskas Naturaal Plus aloe vera-yuzu 0.5 l PET
 - * Värskas Naturaal Plus pineapple-passion 1.5 l PET
 - * Värskas Naturaal Plus pineapple-passion 0.5 l PET
8. In order to participate in the campaign, the participant must buy Värskas Original's product 0.5 l, 1.0 l or 1.5 l with a campaign label and a golden cap, with a unique black printed 8-digit lottery code, and enter it on the campaign page:

varskaoriginaal.ee/kampaania. The circulation of bottles participating in the campaign is about 5 million.

9. By registering the code on the campaign page, the campaign participant confirms his/hers personal data correctness, desire to participate in the campaign and adherence to the rules of the campaign.
10. Each unique raffle code can be registered in the campaign only once.
11. Immediately after entering the code, the participant will find out on the campaign page whether he has won something of the prizes or has received a final place in the grand prize draw.
12. Raffles take place automatically. Each prize will be added at a random time during the promotion among the products to be won and if the code is in the prize pot at the time of entering the code, the prize will be associated with the win.
13. The campaign prizes are:
 - * 1.0 l Värskä Originaal (50 000 pc); 1.0 l Värskä Vurtsvasser (500 pc); products according to Circle K for the assortment of the point of sale);
 - * 50 euros (93 pc);
 - * Grand prize Audi Q5 advanced 40 TFSI quattro S tronic, first registration 2023 March, the car will be used for marketing activities within the campaign.
14. Prize winners will be informed about the possibilities of receiving the prize no later than 3 working days after entering the code under the bottle cap. The organizer reserves the right to publish money and Audi Q5 winners' names (first name + first letter of last name) on the campaign page varskaoriginaal.ee/kampaania. If organizers can't reach money or Audi Q5 winners within 10 working days after entering the code, then it will be added to prize pot to be won again at a random time during the duration of the campaign.
15. Prizes are awarded based on the Värskä bottle cap with the winning code, submitting it to the organizer.
16. The winner of a bottle of Värskä Originaal or Värskä Vurtsvasser will receive the prize if they choose 1-liter Värskä Originaal or Värskä Vurtsvasser product (according to the Circle K outlet assortment). Winner must present Circle K to claim prize an e-mail confirming the win and a cap with the winning code at the checkout. The winning cap must be given to Circle K.

17. The prize can be redeemed at the Circle K point of sale until September 15, 2023.
18. The organizer will contact the money winners with e-mail or phone number provided when registering the campaign code.
19. The winner of the money will receive an e-mail from the campaign organizer asking the winner to send their bank account number. The winning amount will be transferred to the bank account sent by the winner during 5 workdays.
20. As part of Värskas Originaal golden cap campaign, 30 finalists will be drawn to win Audi Q5. Finalists will be contacted within 3 business days and the final car drawn will take place on 26.08.2023 at the Värskas 50th anniversary party in Treski Küün, the invitation of which will be sent to the finalists by email. Finalists must bring identification and the prize bottle cap with code. The winner of the grand prize Audi Q5 confirms the prize with a signature. Upon agreement with the winner, the organizer may use a photo of the award presentation in media channels.
21. The value of the Audi Q5 is not paid out in cash.
22. The organizer is not responsible for the raffle of prizes, if the campaign participant has ignored the rules of the campaign, submitted incomplete information to the organizer or if the organizer does not succeed contacting the winner of the prize within 10 working days or to hand over the prize at the agreed place.
23. The organizer of the campaign takes full responsibility for all legal obligations for paying taxes regarding to the prizes.
24. All claims related to the campaign must be submitted in writing to the organizer at Värskas Originaal AS, Pikk 41, Värskas, Setomaa, 64001 Võrumaa, or e-mail at kampania@varskaoriginaal.ee with the keyword "Värskas Originaal gold cap campaign". The organizer will respond to the claim in writing within 7 working days from the date of receiving the claim.
25. Additional information about the campaign can be found on the campaign website varskaoriginaal.ee/kampania, by phone +372 683 2000 or by e-mail at kampania@varskaoriginaal.ee. Letters will be answered within 2 working days from the date of receiving the letter.
26. Värskas Originaal AS and those related to the organization of the campaign may not participate in the campaign including employees of agencies and their family members.
27. Only physical persons can participate in the campaign.

28. The campaign organizer has the right to cancel the campaign in case of force majeure unilaterally by immediately announcing it through the mass media.
29. All disputes arising from the campaign will be resolved according to the Republic of Estonia laws.

Värška Originala Golden Cap Campaign 2023 Privacy Policy

1. When conducting the campaign, the privacy policy regulates the processing of personal data Värška Originala AS, this by its employees and the authorized processor. The purpose of the privacy policy is to inform.
2. The privacy policy also complies with Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27. 2016, on the protection of physical persons in the processing of personal data and the free movement of such data and on the repeal of Directive 95/46/EC (General Data Protection Regulation) (hereinafter the regulation) obligation to inform the data subject arising from Article 12.
3. The controller of personal data is Värška Originala AS (organizer):
 - registry code 10251987;
 - address Pikk 41, Värška, Setomaa, 64001 Võrumaa;
 - phone number +372 796 4770;
 - email address mail@varskaoriginaal.ee.
4. The authorized processor of personal data is the agency ORGO OÜ:
 - registry code 14246408;
 - address Männimäe tee 31-25, 71010 Viljandi;
 - phone number +372 58 140 765;
 - email address info@orgo.ee.
5. During the campaign, the organizer processes the following personal data of the persons who have won money or a car:
 - first and last name;
 - contact information: phone number and e-mail address;
 - bank account number for money winners.
6. Personal data comes from the form that the campaign participant fills out.
7. Personal data is processed so that revealing the name of the campaign participant is possible in the event of a win and contact him/her to hand over the prize. Such use of personal data in the legal basis for the processing is Article 6(1)(b) of the regulation: with the campaign participant fulfillment of the concluded contract, i.e. campaign conditions.

8. In addition, the organizer may use the name of the participant who won the prize (money and car) (first name + the first letter of the surname) in the media, advertisements, PR campaigns, etc., or the organizer's own events related to its products or services. Legalization of such processing of personal data basis is Article 6(1)(f) of the regulation, i.e. the organizer's legitimate interest.
9. Submission of personal data is a prerequisite for participation in the campaign, otherwise it is not possible to contact the winner.
10. The organizer reserves the right to display the winners' data on the website in the form presented in point 8 until 3 weeks after the end of the campaign. The collected data will be stored for 1 month after the end of the campaign.
11. The organizer transmits personal data only to the authorized processor so that the authorized processor can carry out prize draw.
12. According to the regulation, the campaign participant has the following rights in relation to his personal data:

Right to access processed data

13. The campaign participant has the right to receive confirmation as to whether the organizer processes his/hers data.
14. If the organizer has processed or is processing the personal data of the campaign participant, the participant has the right to access personal data about themselves, including the composition of the data and to the person to whom the data has been transmitted.
15. If possible, the organizer will transmit the data in the requested manner. When submitting an application electronically the data is transmitted in electronic form, if the campaign participant has not expressed a wish to receive data in another form.
16. The organizer provides a copy of the first data at his own expense, providing additional copies, organizer has the right to demand a reasonable fee.

Right to rectification of data

17. The participant of the campaign has the right to demand that the organizer correct the incorrect information concerning his/hers personal data or supplement incomplete personal data if this is necessary for the purpose of the processing accordingly.

18. When submitting a request to correct or supplement personal data, the campaign participant is obliged to prove that the information about him/her held by the organizer is incorrect or incomplete. If the person does not prove the incorrectness or incompleteness of the data, the organizer may retain the data unchanged.

The right to be forgotten

19. The campaign participant has the right to request deleting data if:
- personal data is not required for the purpose of initial collection or processing;
 - personal data has been processed illegally;
 - the campaign participant has submitted an objection and there are no overriding legitimate objections reasons for further processing;
 - the obligation to delete data arises directly from the European Union applicable to the organizer or the law of a Member State.
20. Regardless of the existence of a legal basis for the demand, the organizer refuses the data erasure, if necessary:
- to the organizer of a task in the public interest of the European Union or its member states to fulfill the legal obligation to process personal data; or
 - to prepare, present or defend legal claims.

The right to restrict data processing

21. Campaign participant has the right to request restriction of data processing if:
- He/she has disputed the correctness of personal data for a period that allows checking of personal data justice;
 - He/she has objected to the legitimate interest or public interest underlying the processing for the time being, until the existence of a legal basis is checked
 - Processing of personal data is illegal and the campaign participant does not request deletion requirement; or
 - The organizer does not need personal data for processing purposes, but the campaign participant does to file, establish or defend legal claims.

Right to data portability

22. The campaign participant has the right to request the submission of data in a way that allows the transfer of data transfer directly to another personal data processor.
23. The right to transfer applies only to data that (i) the campaign participant has provided themselves to the organizer, (ii) for the processing of personal data based on consent or performance of a contract, and (iii) the data is processed automatically.

The right to object

24. The campaign participant has the right to object to the processing of personal data, if the processing takes place on the basis of public interest or legitimate interest of the organizer.
25. When submitting an objection, the organizer stops the processing of personal data until it checks and verifies to the campaign participant that the data is processed lawfully.

The right to the protection of one's rights

26. If the campaign participant finds that his rights have been violated during the processing of personal data, he has the right to appeal to both the Data Protection Inspectorate and the court.
27. If the campaign participant's rights have been violated during the processing of personal data, the campaign participant has the right to demand compensation for the damage caused to him.

Exercise of rights by the organizer

28. The organizer informs the campaign participant about the measures introduced at the latter's request 1 within a month of receiving the request.
29. If the campaign participant submitted correction, deletion or processing of personal data limitation requirement, the organizer also informs the persons to whom the personal data has been disclosed, except if this proves impossible or would require a disproportionate effort.
30. If it is not possible to start an activity within 1 month, the organizer can extend the deadline by 2 months, informing about the extension and the reason informing participant within 1 month of submitting the application.
31. If the organizer does not take measures in accordance with the wishes of the campaign participants, he submits with a reasoned answer to campaign participants within 1 month.
32. If the organizer has doubts about the identity of the person exercising the rights, the organizer can ask additional data to identify the natural person using the rights.
33. The organizer may decline the request if they can't identify the identity of the user rights.