

## **Terms and conditions for the competition ‘Mercedes-Benz Hextech Chest Challenge’.**

- (1) Participation is independent of the purchase of goods and services and it is free of charge. By participating in the competition, the user accepts these terms and conditions and agrees to be bound by them.
- (2) The organizer of this competition is Mercedes-Benz AG (Mercedes-Benz AG, Mercedesstraße 137, D-70327 Stuttgart, Phone: +49 7 11 17-0, E-mail: [dialog.mb@daimler.com](mailto:dialog.mb@daimler.com)). This competition has no connection with Stagecast and is in no way sponsored, supported or organised by Stagecast. The recipient of the information provided by the users is not Stagecast, but Mercedes-Benz AG. The information provided will be exclusively used for carrying out this competition. Any and all questions, comments or complaints regarding the competition are to be made directly to Mercedes-Benz AG and not to Stagecast.
- (3) Any persons who are at least eighteen years of age at the time of participation with residence and/or location of participation from countries which allow the participation of this Stagecast competition are eligible to take part. Participating countries and conditions of entry dependent on location. Persons who are limited in their contractual capability must obtain consent from their legal guardian. Employees of Mercedes-Benz AG and their distribution organisation or any other entity involved in administration of the competition or prizes are excluded from the participation.
- (4) Participants may only register entering the quiz via the landing page of the ‘Mercedes-Benz Hextech Chest Challenge’ by entering an individual player name – a registration for the ‘Loyalty raffle’ is optional and can be skipped. Taking part in the competition in a manner which is against the rules will result in the participant being excluded from the competition.
- (5) Mercedes-Benz AG reserves the right to exclude participants from the competition at own discretion if legitimate grounds are at hand. Legitimate grounds are especially
  - a. manipulations of this competition,
  - b. infringement of these terms and conditions,
  - c. unfair practices, or
  - d. false resp. deceptive statements within this competition.
- (6) League of Legend (LoL) fans are invited to enter the ‘Mercedes-Benz Hextech Chest Challenge’ competition. Entrants participate in the challenges by playing one of the following three game modes:
  - a. Classic Quiz: Participants have to answer 10 randomly chosen questions.
  - b. Simon Says: Participants have to memorize a specific pattern and repeat it.
  - c. Whack A Mole: Participants have to touch appearing logos as fast as possible.
- (7) The competition will begin with the launch of the ‘Mercedes-Benz Hextech Chest Challenge’ and ends on Saturday, 02 November 2024, 10:00 CET.
- (8) The competition contains individual rounds with a duration of 24 hours. These rounds go live on each matchday of the League of Legends Worlds 2024 – please visit <https://lolesports.com/schedule> to determine if a specific date is a matchday of League of Legends Worlds 2024.
- (9) Entrants participate by playing one of the game modes described in (6) and receive virtual points. If they pass an individually defined points threshold, they are automatically informed by the system that they can participate in the daily raffle. The entrant shall confirm participation in the daily raffle to Mercedes-Benz AG promptly by providing the LoL Server he plays on required to fulfil a valid digital code. Codes can be provided for the following

server locations: Brazil, EU-West, EU-Nordic/East, Korea, Japan, North America, LATAM-North, LATAM-South, Oceania and Turkey. For technical reasons, for which Riot Games is responsible, all other server locations can't be chosen. If the winner does not accept his prize on time, Mercedes-Benz AG shall be authorized but not obliged to specify a new winner in accordance with numbers 6, 9 and 10. By accepting the prize, the winner consents to Mercedes-Benz AG and companies affiliated with Mercedes-Benz AG being entitled to using his name to be announced as a winner of this competition. Nevertheless, there is no such obligation to using the name for Mercedes-Benz AG.

- (10) After each round 500 players who registered for the daily raffle will be randomly awarded one League of Legend Hextech Chest in form of an individual digital code which is valid for a specific LoL server.
- (11) In addition to the daily raffles, there is another raffle at the end of Worlds 2024 called 'loyalty raffle'. Entrants participate by playing the game modes described in (6) and by fulfilling the conditions of the three individual challenges on the Hextech Chest Challenge landing page.
  - a. Reaching a defined total amount of points.
  - b. Visiting a defined website.
  - c. Playing a defined amount of different daily challenges.
- (12) If the entrants meet the the conditions of in (11) mentioned challenges, they are automatically informed by the system that they can participate in the loyalty raffle. The entrant shall confirm participation in the daily raffle to Mercedes-Benz AG promptly by providing his/her name.
- (13) After the end of Worlds 2024 500 players who registered for the loyalty raffle will be randomly awarded one LoL Coven Skin and contacted by Apollo18 GmbH.
- (14) Also after the end of Worlds 2024 14,000 players who registered for the loyalty raffle will be randomly awarded one League of Legends Hextech Chest and contacted by Apollo18 GmbH
- (15) The formalities for the delivery of the prize shall be individually agreed upon with the winner. Upon the prize being sent, the risk of losing access to his private messages shall be passed to the winner. Mercedes-Benz AG is then no longer obliged to deliver the prize.
- (16) It shall not be possible to pay out tangible assets in cash or exchange prizes. The prize is not transferable. The winner shall accept necessary changes of the prize caused by factors which are out of the sphere of influence of the companies participating in the competition, any replacement prizes shall be equal in value to the original prize offered.
- (17) Any decisions made by Mercedes-Benz AG shall be binding. Enquiries made in this respect cannot be answered. If difficulties jeopardizing the integrity if the competition arise, Mercedes-Benz AG reserves the right to suspend the competition completely or temporarily.
- (18) Participants shall participate at their own risk. In particular, the liability for damages of Mercedes-Benz AG and its bodies, employees and vicarious agents resulting from or in connection with the competition or the prizes, on any legal grounds whatsoever, shall be limited to cases of intention or gross negligence to the maximum extent permitted by applicable laws.
- (19) Any disputes shall to the extent legally permitted exclusively be settled under German law. The place of jurisdiction is, to the extent legally permissible, Stuttgart. Should the participant not have any address for service in Germany or move his/her residence to a foreign country, Stuttgart shall also be the place of jurisdiction.

- (20) Should any provisions of these terms and conditions of participation be or become invalid, the remaining provisions shall not be affected. The invalid provision shall be replaced by a permissible one coming closest in purpose to the invalid provision.

**Organizer of the competition:**

**PROVIDER**

Mercedes-Benz AG  
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D-70327 Stuttgart  
Phone: +49 7 11 17-0  
E-mail: [dialog.mb@mercedes-benz.com](mailto:dialog.mb@mercedes-benz.com)

Represented by the Board of Management: Ola Källenius (Vorsitzender), Jörg Burzer, Renata Jungo Brüngger, Sabine Kohleisen, Harald Wilhelm, Markus Schäfer, Britta Seeger

Chairman of the Supervisory Board: Bernd Pischetsrieder

Court of Registry: Stuttgart; commercial register no. 762873  
VAT ID: DE321281763

Social Media Contact: [socialmedia@daimler.com](mailto:socialmedia@daimler.com)

The party responsible within the meaning of the General Data Protection Regulation (GDPR) is:  
Mercedes-Benz AG ("We")  
Mercedesstrasse 120  
D-70372 Stuttgart  
Germany  
Email: [dialog.mb@mercedes-benz.com](mailto:dialog.mb@mercedes-benz.com)

Data protection officer:  
Mercedes-Benz Group AG  
Chief Officer Corporate Data Protection  
HPC E600  
D-70546 Stuttgart  
Germany  
Email: [data.protection@mercedes-benz.com](mailto:data.protection@mercedes-benz.com)

**1. Data protection**

We are pleased to welcome you to our website and thank you for your interest in our offers. The protection of your personal data is important to us. In this data protection notice, we tell you how we collect your personal data, what we do with it, the purpose and legal basis of doing so, and what your rights and entitlements are in this regard. We also make reference to the Daimler data protection policy:

Daimler data protection policy.

Our data protection notice for the use of our web pages and the data protection policy of Daimler AG do not apply to your activities on the web pages of social networks or other providers accessible to you from the links on our web pages. Please see these providers' websites for their data protection regulations.

**2. Collection and processing of your personal data**

a. When you visit our web pages, we store certain details about your browser and operating system, the date and time of your visit, the access status (e.g. whether you were able to open a web

page or received an error message), use of web page features, search terms you may have entered, how frequently you visit individual web pages, the names of retrieved files, data volume transferred, the website from which you arrived at our website, and the website you visit from our website, either by clicking on links on our website or by entering a domain directly in the input field of the same tab (or window) of the browser in which you opened our website. For security reasons, in particular to prevent and detect attacks on our website or attempted fraud, we store your IP address and the name of your internet service provider for seven days.

b. We store other personal data only if you disclose such data to us, e.g. as part of registration, filling in a contact form, a survey, a prize competition or for the performance of a contract, and even in these cases we store your data only where you have permitted us to do so on the basis of consent issued by you or in accordance with applicable legislation (you will find further information on this below in the section “Legal basis for processing”).

c. You are neither legally nor contractually obliged to give us your personal data. However, certain features on our web pages may depend on your letting us have your personal data. If, in such cases, you do not give us your personal data, this may lead to features either not being available or being available only to a limited extent.

### 3. Purposes of use

a. The personal data we collect when you visit our web pages is used to make our web pages as convenient as possible for you to use and to protect our IT systems from attacks and other illegal acts.

b. Where you provide us with further personal data, e.g. as part of registration, filling in a contact form, a survey, a prize competition or for the performance of a contract, we use such data for the specified purposes, for purposes of customer management and – where necessary – for purposes of the processing and invoicing of transactions, in each case to the necessary extent.

### 4. Transfer of personal data to third parties; social plug-ins; use of service providers

a. Our web pages may also contain offers from third parties. When you click on such an offer, we transfer data to the relevant provider to the necessary extent (e.g. to indicate that you found this offer on our site and any other relevant information you have already entered on our website).

b. When we use social plug-ins of social networks such as Facebook, Stagecast and Google+ on our website, we incorporate these as follows:

The social plug-ins are deactivated when you visit our website, i.e. no data of any kind is transferred to the operator of these networks. If you would like to use one of the networks, click on the relevant social plug-in to make a direct connection with the network’s server.

If you have a user account on the network and are logged in to the network when you activate the social plug-in, the network can assign your visit to our website to your user account. If you would like to prevent this, please log out of the network before activating the social plug-in. A social network cannot assign a visit to other Daimler websites unless you have also activated a social plug-in on such websites.

When you activate a social plug-in, the network transfers the associated content directly to your browser, which embeds you in our web pages. This may also involve the transfer of data, which is initiated and managed by the relevant social network. The privacy policy of the relevant network applies exclusively to the connection to a social network, the data transfer between the network and your system and to your interactions on this platform.

The social plug-in remains active until you deactivate it or delete your cookies.

#### Cookie Statement

c. When you click on the link to an offer or activate a social plug-in, personal data may be sent to providers in countries outside the European Economic Area that, from a European Union (“EU”) perspective, do not guarantee an “adequate level of protection” in line with EU standards for the processing of personal data. Please bear this in mind before you click on a link or activate a social plug-in to initiate the transfer of your data.

d. For the operation, optimisation and protection of our web pages, we also use qualified service providers (IT service providers, marketing agencies). We transmit personal data to such service providers only where this is necessary for the provision and use of the web pages and their functionalities, for the tracking of legitimate interests or where you have given your consent (see

section 8). This may involve data being transferred to recipients outside the European Economic Area; please see section 13. below.

#### 5. Evaluation of usage data; use of analytics tools

We aim to tailor the content of our web pages as accurately as possible to your interests in order to improve our offer for you. We use the following analytics tool(s) to identify usage preferences and especially popular parts of the web pages: Google Analytics, Adobe Analytics.

a. If you do not want us to collect and evaluate information about your visit using the above-mentioned analytics tools, you can opt out at any time for the future.

We implement your opt-out request by setting an opt-out cookie in your browser. This cookie serves only to indicate that you have opted out. Please note that, for technical reasons, an opt-out cookie is effective only in the browser in which it was set. If you delete the cookies or use a different browser or device, please opt out again.

b. The following contains information on the providers of the analytics tools we use and the relevant opt-out options:

i. Google Inc. ("Google"):

You can prevent the transfer of your data and its collection and processing by Google. Google provides relevant information at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=de>.

ii. Adobe Systems Inc. ("Adobe")

To opt out of Adobe Analytics evaluating your data, follow this link:

<http://www.adobe.com/de/privacy/opt-out.html>.

c. The use of analytics tools may involve data being sent to recipients outside the European Economic Area; please see section 13. below.

#### 6. Usage-based information (targeting and retargeting)

We use so-called retargeting technologies to tailor our online marketing (e.g. banner ads) on the web pages of our retargeting partners (Flashtalking, Google Adwords, Google Doubleclick and Vivaki) to your needs and interests. For this purpose, your interest in our products and services is stored in cookies. When you visit other websites that cooperate with our retargeting partners, these cookies are retrieved and used to provide you with information tailored as closely as possible to your interests. This is done in anonymised form, i.e. you cannot be identified via the retargeting process.

If you do not wish Daimler and its retargeting partners to collect, store and analyse information about your visit and tailor banner ads to your interests, you can object to the future use of your data at any time (opt-out).

For the technical implementation of your objection, it is necessary to install an opt-out cookie in your browser. This cookie serves only to indicate that you have opted out. Please note that, for technical reasons, the opt-out cookie will affect only the browser in which it was set. If you delete the cookies or use a different browser or device, please opt out again.

You can manage and deactivate the use of cookies by third-party providers on the following website:

<http://www.youronlinechoices.com/uk/your-ad-choices>

The use of retargeting technologies may involve data being sent to recipients outside the European Economic Area; please see section 13. below.

#### 7. Security

We apply technical and organisational security measures to protect your data in our possession from manipulation, loss, destruction and access by unauthorised parties. We continuously improve our security measures in line with technological developments.

#### 8. Legal basis for processing

a. Where you have given your consent to our processing your personal data, this constitutes the legal basis for processing (Art. 6 (1) a GDPR).

b. Art. 6 (1) b GDPR constitutes the legal basis for the processing of personal data for the purposes of initiation or fulfilment of a contract with you.

c. Where the processing of your personal data is necessary for fulfilment of our legal obligations (e.g. for the storage of data), we are authorised to do so under Art. 6 (1) c GDPR.

d. In addition, we process personal data for the purposes of our legitimate interests and the legitimate interests of third parties in accordance with Art. 6 (1) f GDPR. Maintaining the operability of our IT systems, the (direct) marketing of our own and third-party products and services, and the legally required documentation of business contacts are examples of such legitimate interests. As part of the necessary balancing of interests, we take account in particular of the nature of the personal data, the purpose of processing, the circumstances of processing and your interests in the confidentiality of your personal data.

#### 9. Deletion of your personal data

We delete your IP address and the name of your internet service provider, which we store only for security purposes, after seven days. Otherwise we delete your personal data as soon as the purpose for collecting and processing it no longer applies. Beyond that time, we store your data only where required by the laws, regulations or other legislation to which we are subject in the European Union or by legislation in third countries where there is an adequate level of data protection. Where, in individual cases, deletion is not possible, the relevant personal data is marked with the aim of limiting its future processing.

#### 10. Rights of data subjects

a. As a data subject, you have the right to information (Art. 15 GDPR), rectification (Art. 16 GDPR), erasure (Art. 17 GDPR), restriction of processing (Art. 18 GDPR) and data portability (Art. 20 GDPR).

b. Where you have consented to our processing your personal data, you have the right to withdraw your consent at any time. The lawfulness of the processing of your personal data up until withdrawal of consent is not affected by withdrawal. Equally, the continued processing of such data on a different legal basis, such as to fulfil our legal obligations, remains unaffected (see “Legal basis of processing”).

c. Right to object You have the right at any time to object, for reasons arising from your particular situation, to your personal data being processed on the basis of Art. 6 (1) e) GDPR (data processing in the public interest) or Art. 6 (1) f) GDPR (data processing on the basis of balancing of interests). Where you lodge an objection, we will continue to process your personal data only where we can provide compelling legitimate reasons for doing so that outweigh your interests, rights and freedoms, or where processing serves the purpose of the assertion, exercise or defence of legal claims.

d. Where possible, please send your claims or explanations to the following contact address: [data.protection@daimler.com](mailto:data.protection@daimler.com)

e. If you are of the opinion that the processing of your personal data is in breach of the law, you have the right to lodge a complaint with a responsible data protection authority (Art. 77 GDPR).

#### 11. Newsletter

When you subscribe to a newsletter offered on our website, the data you provide when subscribing to the newsletter will be used only for the sending of the newsletter, unless you have consented to your data being used for other purposes. You can cancel the subscription at any time by using the unsubscribe option provided in the newsletter.

#### 12. Central access service of Daimler AG

The central Daimler access service enables you to create a single user account to log in to all websites and applications of the Daimler Group and its brands that are offered through this service. The applicable terms of use contain specific data protection provisions. You can access these terms of use on the relevant login pages of the linked websites and applications:

#### 13. Data transfer to recipients outside the European Economic Area

a. The use of service providers (see section 4. d.), analytics tools (see section 5) and retargeting technologies (see section 6) may involve personal data being sent to and processed by recipients in countries outside the European Union (“EU”), Iceland, Liechtenstein and Norway (= European Economic Area), in particular the USA, India.

b. From an EU perspective, the following countries do not have an adequate level of protection in line with EU standards for the processing of personal data (so-called adequacy decision): Andorra, Argentina, Canada (limited), Faroe Islands, Guernsey, Israel, Isle of Man, Japan, Jersey, New Zealand, Switzerland, Uruguay. With recipients in other countries we agree the application of EU standard contractual clauses, binding corporate regulations or the EU-U.S. or Swiss-U.S. Privacy Shield in order to create an adequate level of protection in line with the legal requirements. Relevant information is available through the contact details given in section 10.d. above.

#### 14. Cookies

Information on the cookies we use and their features can be found in our Cookie Statement.