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Regulations of the campaign "Bike to work, so home, bike, work...and so on and so forth" 2024

§ 1 General information

1. These regulations set out the rules for participation in the campaign "Bicycle to work, so home, bicycle, work...and so on and so forth".
2. The organizer of the campaign is the **Department of Municipal Economy and Climate of the City of Krakow, with the head office at Wielopole Street, 17A, 31-072 Kraków (Organizer)**. It's employees may not participate in the campaign.
3. All entrepreneurs/institutions/organizational units of the Office of the City of Krakow participating in the campaign are hereinafter referred to as Employers.
4. Detailed information on the course and implementation of the campaign, as well as the rules of use of the of the portal, mentioned in the further part of these regulations, will be provided by the Organizer to the Coordinators (see § 5 and 6), among others, during the organizational meeting.

§ 2 The purpose of the campaign and its nature

1. The purpose of the campaign is to popularize the bicycle as an everyday mean of transportation used during travel to and from work. The campaign is addressed, within the framework of the activities for the promotion of sustainable mobility, to the residents of Krakow and employees of Krakow/suburban Employers, i.e. people who have a significant impact on the transportation situation on a daily basis in Krakow. In particular, the campaign is not of a recreational or sporting nature.
2. The addressees of the campaign are all employees of the participating Employers (Participants), with **min. 50 employees**. The organizers direct the campaign in particular to those working in principle in **a stationary manner**. The form of employment/cooperation with a given Employer is irrelevant to the possibility of participation in the campaign.
3. In the case of Employers with several hundred/some thousands of employees (hospitals, universities, etc.), the Organizer recommends the application of a given Employer to the campaign taking into account the division into institutes, headquarters, etc. and appointing in these units separate Coordinators.
4. The campaign is based on **mutual trust** between the Organizer and the Participants.

§ 3 Duration of the campaign

1. The campaign will be divided into two editions:
 - ✓ spring edition in the period March 1 - June 30, 2024.
 - ✓ autumn edition in the period of September 1 - November 30, 2024.
2. The Organizer will immediately inform the Coordinators about any delay, early termination or extension of the campaign (see § 5 and 6).

§ 4 Conditions for participation in the campaign

1. **An absolute condition for participation in the campaign is the use of the portal.**
2. Enrolment of the Employer and Participants in the campaign is explicit to acceptance of these regulations, including in particular the provisions on personal data processing (see § 10).
3. Participation in the campaign involves the necessity of sharing data on the enrolled Employer/Participant/Coordinator (Users), including personal data, to which they agree.
4. Users acknowledge that participation in the campaign is public, and some data will be shared:
 - a) publicly - the name of the Employer; the name of the Employer may also be used among others in articles concerning the campaign (published e.g. on the website www.krakow.pl or in the biweekly Krakow.pl),
 - b) internally within the portal to the Coordinators on behalf of the given Employer - name and surname and e-mail address of the Participant,



rowerem do pracy

- c) to other persons implementing the campaign (e.g. representatives of the Organizer) in a situation where it is necessary to ensure its proper conduct in accordance with the in accordance with the requirements of the portal - all data provided at the stage of registration for the portal,
 - d) To Coordinators - name, e-mail address and/or telephone number to other Coordinators only in the case of Coordinators who give their consent.
5. Employers undertake to use, as a rule, the materials available on the portal for the promotion of the campaign among their employees. Using additionally any other materials (e.g. posters) for this purpose requires the consent of the Organizer. In case of non-compliance with this provision, the Organizer has the right to exclude the given Employer from the campaign.
 6. **Employees of the City of Krakow participating in the campaign agree to collect income tax** on the value of all gifts received. The value of the tax due will be calculated by the Finance Department and will reduce the employee's salary. A City of Krakow employee participating in the campaign **may not refuse** to accept a gift, and his/her joining the campaign is the same as agreeing to the deduction of the aforementioned tax.

§ 5 Obligations of the Employer

The Employer undertakes to:

- a) to cooperate with the Organizer so that the campaign can be conducted efficiently for the benefit of its Participants,
- b) to appoint at least two Campaign Coordinators (in exceptional situations, the Organizer may agree to appoint one Coordinator),
- c) agree to the necessary involvement of the Coordinator(s) in the implementation of the campaign, including, but not limited to, participation in the stationary organizational meeting, operation of the portal or receipt and distribution of gifts.

§ 6 Responsibilities of the Coordinator

The Coordinator undertakes to cooperate with the Organizer on an ongoing basis for the purpose of conducting the campaign, including in particular:

- a) its promotion among colleagues,
- b) verification of the accuracy and correctness of the registration of the participants' trips on the date indicated by the Organizer in the manner required by the portal,
- c) to collect the souvenirs on the date and in the manner agreed with the Organizer and distribute them among the awarded Participants in accordance with the Organizer's guidelines.

§ 7 Responsibilities of the Participant

The Participant undertakes to:

- a) to cooperate with the Organizer and the Coordinators in order to conduct the campaign efficiently,
- b) record rides in a reliable and honest manner,
- c) complete the surveys required by the Coordinator.

§ 8 Rules for registration of trips

1. Only bicycle rides made during **regular travel to and from work are subject to registration** in the campaign without exception, viz:
 - on the route between the place of residence and the Employer's headquarters/office/location (workplace) and the return route or
 - on the route between the place indicated by the Participant as the start of the bicycle trip and the place of work and the return route (in the case of a combined trip, see point 7).
2. The Participant is required to indicate the **one-way distance** (distance) that reflects the Participant's usual route from home to the workplace. Most often, this will be the route suggested by commonly available online tools/apps. The distance will be honestly calculated by the Participant, e.g., using the



rowerem do pracy

above-mentioned tools, and can be changed only if the location of the workplace, place of residence or the starting point of the bicycle journey changes.

3. The campaign is open to Participants with a distance of **min. 3 km**.
4. On a single day, the Participant can make zero, one or two bicycle trips.
5. As a rule, the campaign rewards will be subject to **bicycle attendance**, calculated automatically within the portal according to the following formula:

$$\text{bicycle attendance} = \frac{\text{number of rides of the period}}{\left(\text{number of days in a period} \times \frac{\text{basis for calculating attendance}}{7} \right) \times 2}$$

where:

- ✓ *period* means a full month of the campaign counted from the first to the last day of the month,
 - ✓ *number of rides of the period* means the sum of all individual rides registered by the Participant,
 - ✓ *number of days in a period* means the number of days in a given month of the campaign,
 - ✓ *the basis for calculating attendance* is an integer from the range of 1-7 indicated by the Organizer and means the minimum number of days per week during which the Participant should register a bicycle ride from home to work and from work to home in order to achieve an attendance of 100% on the scale of the whole period.
6. Rides may be registered on working days operating at the Employer, including when these are non-standard days (e.g. Sundays).
 7. Only trips made **by bicycle** as an exclusive means of transportation or as part of a combined trip (bicycle - train/tram/bus/car, etc.) are subject to registration. In the case of combined trips, only the distance travelled by bicycle, which is min. **3 km** one way.
 8. Starting/ending a given work day at a different place than usual (e.g., on the occasion of a business meeting or training) or a change of commuting route (e.g. from the usual route to a recreational, longer route) does not affect the change of the distance indicated at the registration stage.
 9. Detailed information on ride registration will be provided to the Coordinators.

§ 9 Reward system and gifts

1. Gifts will be awarded periodically, after the end of each month to Participants who in a given month demonstrate an attendance of min. 45%. The Organizer may decide to award Participants with lower attendance.
2. The Organizer will endeavor to reward Participants in a differentiated manner, depending on the level of attendance. The Organizer may additionally reward Participants using criteria of its choice (e.g., distance criterion) or allocate a pool of prizes, e.g., to be drawn among all or selected Participants according to the indicated criteria.
3. Examples of gifts given to Participants in previous editions of the campaign included cinema tickets, bicycle accessories, gift cards to drugstore networks, grocery stores, bookstores, Allegro sales service, etc.
4. The above record of sample gifts illustrates the nature of the campaign and is not a commitment by the Organizer to give all the listed gifts as part of the campaign.
5. The selection of gifts is at the discretion of the Organizer, who has discretion in deciding the type of gifts to be awarded or the attendance subject to the award.
6. The Organizer will endeavor to provide the gifts to the Employer representatives without undue delay, as a rule, after the end of each month of the campaign. The Organizer may decide to provide gifts every two months of the campaign or less frequently (in exceptional situations).
7. The gift is considered to be delivered to the gifted Participant at the moment of its transfer by the Organizer to the relevant Coordinator or a person designated by him/her.
8. The Participant is not allowed to exchange the gift for another one (unless the Organizer decides otherwise), or for a cash equivalent.
9. The Organizer's decision to endow gifts on Participants is final and cannot be appealed.
10. The verification referred to in §6 is a prerequisite for taking into account the results of a given Employer and awarding Gifts for a given period to Participants.
11. In the event that the representative of a given Employer does not collect the Gifts at the time agreed with the Organizer, the Organizer reserves the right not to issue the Gifts at a later date.



rowerem do pracy

§ 10 Administrator's information on personal data processing

1. Pursuant to Article 13(1) and (2) of the EU General Data Protection Regulation (the so-called RODO), the Organizer informs that the administrator of personal data of all users of the portal (Users) is the Mayor of the City of Krakow with the registered office at Pl. Wszystkich Świętych 3-4, 31-004 Krakow. The administrator can be contacted by letter (address mentioned above) or electronically - e-mail address: gk.umk@um.krakow.pl. Users' personal data will be processed for the purpose of implementation of the campaign "Bicycle to work, so home, bicycle, work...and so on and so forth". The data is covered by the register of processing activities titled *Sustainable Mobility*.
2. The User agrees to provide his/her data in accordance with the requirements of the portal and their processing for the purpose of implementation/participation in the campaign.
3. The Organizer informs that:
 - a) the User has the right to request from the administrator access to his/her personal data, rectification or restriction of processing,
 - b) the User's personal data will be processed until the case for which it was collected is settled, and then it will be stored for 5 years after the end of the year in which the campaign was held,
 - c) Recipients of the User's personal data may be other campaign participants,
 - d) The User has the right to lodge a complaint to the supervisory authority, which is the President of the Office for Personal Data Protection,
 - e) providing personal data is voluntary; the consequence of not providing data is the inability to participate in the campaign,
 - f) the legal basis for processing the User's data is Resolution No. XLVII/848/16 of the Krakow City Council of June 8, 2016 on the adoption of the Transport Policy for the City of Krakow for 2016 - 2025,
 - g) The User has the right at any time to object to the processing of his/her personal data for reasons related to his/her particular situation,
 - h) the contact details of the Data Protection Supervisor are: postal address - as above, e-mail address: iod@um.krakow.pl.

§ 11 Final provisions

1. The Organizer reserves the right to exclude from participation in the campaign Participants whose activities are contrary to the law, morality or these regulations.
2. The Organizer may contact the Coordinator or the Participant directly to clarify any doubts related to the Participant's activity in the campaign.
3. The Organizer shall not be responsible for:
 - a) legal and financial consequences of any actions taken by the Employer to conduct the campaign among its employees,
 - b) any consequences of actions or events resulting from the participation of in the campaign of Employers and Participants (e.g. liability for damages, health, legal, financial consequences, damage to property and body, destruction, theft),
 - c) loss/destruction of gifts if gifts are given to the Coordinator in a manner other than direct (non-direct manner of transfer of gifts may be agreed between the Organizer and the Coordinator at the request of the Coordinator),
 - d) possible failure to deliver gifts to the Participants by the Coordinator or a person authorized by the Coordinator,
 - e) the course of the campaign within the given Employer (e.g., for its promotion), including the work of the Coordinators.
4. The Organizer recommends participation in the campaign taking into account the health and physical capabilities of each Participant.
5. The Organizer allows the amendment of these Regulations, if there are appropriate reasons for it. The Organizer will inform Coordinators and Participants about such change as soon as possible.
6. The Organizer shall have the right to decide in matters not regulated by these Regulations and the right to interpret the provisions of the Regulations.

Note: This English-language version is a working translation. The official Regulations of the "Bike to Work" Campaign are established in Polish and are available on the Campaign portal.