

**REGULATIONS OF THE
XXIV INTERNATIONAL CONGRESS
ON PUBLIC AND NONPROFIT MARKETING**

§1

GENERAL PROVISIONS

1. This Regulation (hereinafter referred to as the "Regulation") defines the rights and obligations of participants in the 24th International Congress on Public and Nonprofit Marketing, hereinafter referred to as the "Congress."
2. The organizers of the Congress are:
 - 1) **Katowice Business University (KBU) - pol.: Akademia Górnośląska im. Wojciecha Korfantego w Katowicach**, headquartered: Harcerzy Września 1939 Street No. 3, registered in the Register of Non-Public Universities under No. 36, Tax ID: 9540007281, REGON: 272199522;
 - 2) **International Association on Public and Nonprofit Marketing (IAPNM)**, headquartered at: Facultad de CC. Económicas y EE, Campus de Vegazana s/n, 24071 León (Spain), institutional identification number: RNA 170429, EU tax number: G24477556— collectively referred to hereinafter as the "Organizer."
3. The Congress will take place from **July 2 to July 5, 2025**, at the premises of KBU.
4. Any adult individual may participate in the Congress, provided they register via the form available on the website and pay the registration fee, as specified on the Organizer's website.
5. The detailed schedule of the Congress and the comprehensive offer can be found on the Organizer's website at: <https://iapnm25.kbu.edu.pl/>.

§2

REGISTRATION

1. The anticipated number of participants is limited to 70 persons, although the Organizer reserves the right to close registration with fewer or more participants, depending on current organizational capacities.
2. Participation in the Congress requires providing the data requested in the appropriate registration form and paying the registration fee in the specified amount. Information about participation fees is available on the Organizer's website.
3. Registration fees must be paid within 5 business days of the registration date.
4. Failure to pay the fee within the specified timeframe will result in the cancellation of the participant's registration.
5. The deadline for submitting registration for participation in the Congress is indicated by the Organizer. Registration after this date is only possible with the Organizer's consent, subject to the availability of spots.
6. The Organizer is not responsible for any incorrect or false information provided by the participant during the registration process.
7. Submitting the registration form available on the Congress website constitutes acceptance of the provisions of this Regulation, as well as compliance with legal regulations and any other arrangements made between the Participant and the Organizer.
8. Cancellation of participation in the Congress requires submitting a statement of withdrawal in documentary form—either by mail to the Organizer's address or via email at: ICPNM2025@akademiagornoslaska.pl.
- 9.

§3

FEES

1. The Participant is required to pay the fee in accordance with the offer.
2. The Participant may choose to pay the fee in Euro or PLN.
3. The registration fee includes access to selected scientific sessions, conference materials, participation in accompanying events listed in the schedule, and a one-year membership fee for the IAPNM (which is not subject to automatic renewal).
4. The registration fee does not cover travel costs, parking fees, or accommodation expenses. The cost of attending the Congress, including potential lodging and transportation, must be borne by the Participant.
5. The Organizer will issue a VAT invoice or a fiscal receipt to confirm payments made.
6. The VAT invoice will be issued based on the details provided in the registration form and sent to the email address specified by the Participant.
7. A pro forma invoice can be issued upon request. Such requests should be sent to: ICPNM2025@akademiagornoslaska.pl.
8. If the Congress is canceled solely due to the Organizer's fault, the Organizer will promptly refund the amounts paid by Participants to the bank account specified by them.
9. In the event the Congress is canceled or its date is rescheduled, the Parties may, through mutual agreement, apply the paid amount to a rescheduled date or transfer the funds to another event organized by the Organizer, as chosen by the Participant.

§4

CANCELLATION

1. The Participant has the right to withdraw from participation in the Congress.
2. Withdrawal from participation requires submitting a written statement in documentary form via email to: ICPNM2025@akademiagornoslaska.pl.
3. In the case of cancellation submitted:
 - 1) before June 6, 2025, the Participant is entitled to a refund of 100% of the fee paid;
 - 2) before June 20, 2025, the Participant is entitled to a refund of 70% of the fee paid;
 - 3) after June 20, 2025, the Participant is not entitled to a refund of the fee paid.

§5

PUBLICATIONS

1. The Organizer has planned awards for the four best presentations. Selected papers will be awarded, and their authors will receive certificates and gifts.
2. Selected scientific articles will be published in:
 - prestigious international publications, such as Springer,
 - the academic journals of Akademia Górnośląska.
3. The decision regarding the publication of articles will be made by the Scientific Council of the Congress.
4. Full-text articles must be submitted **by May 30, 2025**, via email to: ICPNM2025@akademiagornoslaska.pl.
5. Scientific articles will be published as follows:
 - Student articles will be published in the Student Scientific Journals;
 - Articles by university researchers, representatives of other institutions, and business representatives will be published in other appropriate scientific publications collaborating with the Congress.

§6

ORGANIZER'S LIABILITY

1. The Organizer shall not be held liable in cases of force majeure, which include: natural disasters, fires, floods, earthquakes, acts of war, strikes, blockades, restrictions on the functioning of the University, or closure of the Congress venue due to epidemiological reasons or other epidemic-related regulations that prevent the fulfillment of the agreement, interruptions in the supply of utilities, or any other circumstances or causes beyond the Organizer's control.
2. The Organizer is not responsible for technical or organizational issues faced by Participants in connection with their participation in the Congress, arising from reasons beyond the Organizer's control, particularly issues such as Participants' internet connectivity, inability to power laptops, or lack of proper adapters for projectors.
3. The views and opinions expressed by the Speakers are solely those of the individual speakers, and the Organizer is not responsible for their form or substantive content.
4. The Organizer is not liable for Participants' belongings that may be lost, damaged, or stolen during the Congress.
5. Participants bear full financial responsibility for any damage caused by them on the premises where activities related to the Congress are conducted.

§7

PERSONAL DATA

1. In accordance with Article 13 of the General Data Protection Regulation (GDPR) of April 27, 2016 (Official Journal of the EU L 119 of 04.05.2016), we inform you that:
2. The controllers of your personal data are:
 - 1) **Katowice Business University (KBU) - pol.: Akademia Górnośląska im. Wojciecha Korfanteo w Katowicach**, headquartered: Harcerzy Września 1939 Street No. 3, registered in the Register of Non-Public Universities under No. 36, Tax ID: 9540007281, REGON: 272199522;
 - 2) **International Association on Public and Nonprofit Marketing**, headquartered at: Facultad de CC. Económicas y EE, Campus de Vegazana s/n, 24071 León (Spain), EU tax number: G24477556, institutional identification number: RNA 170429, financial institution: Banco Santander, IBAN: ES68 0049 5000 1626 1640 1843, SWIFT code: BSCHESMM.
3. For matters related to the processing of personal data, you may contact the Data Protection Officer:
 - 1) via email at iod@akademiagornoslaska.pl or by post to the University's address, with the note "IOD";
 - 2) via email at aimpn.iapnm@gmail.com.
4. Your personal data is necessary for the registration of participation in the Congress, organizational communication, and documentation of the event.
5. The legal basis for processing personal data is:
 - 1) **Article 6(1)(a)** of the GDPR: consent to the processing of data;
 - 2) **Article 6(1)(b)** of the GDPR: data processing for the purpose of concluding and performing the contract entered into with you;
 - 3) **Article 6(1)(c)** of the GDPR: compliance with legal obligations related to issuing and storing documents and invoices, post-sale rights and responsibilities (including defense and claims), and other legal obligations before state authorities.
6. Providing personal data is voluntary but necessary for the Organizer to manage the Congress.
7. The personal data collected includes: name, surname, academic/professional title, details of the affiliated institution, email address, phone number, invoicing information, and other data provided in the registration form.
8. Personal data will not be processed in an automated manner or subjected to profiling.

9. Recipients of the personal data include:
 - 1) individuals authorized by the Controller to process data within the scope of their official duties;
 - 2) entities authorized to obtain personal data under applicable law;
 - 3) entities providing services to the Controller necessary for the organization of the Congress, under appropriate data processing agreements;
 - 4) the Controller's partners, under appropriate data processing agreements.
10. Your personal data will be stored until the withdrawal of consent or for the duration specified by law.
11. You have the right to access your data, correct it, delete it, restrict its processing, object to its processing, or request its transfer. You also have the right to withdraw your consent (if given) at any time.
12. You have the right to lodge a complaint with a supervisory authority, specifically the President of the Office for Personal Data Protection.
13. Registration and participation in the Congress constitute informed and voluntary consent to the processing of personal data.

§8

CONSENT TO USE OF IMAGE

1. During the Congress, the Organizer may conduct photography sessions and record the event for documentation, promotional, and advertising purposes.
2. Participation in the Congress constitutes informed and voluntary consent to the free, unlimited use, processing, reproduction, and repeated distribution of the Participant's image captured in photographs and recordings made during the Congress. This consent applies without the need for additional approvals and is granted for purposes including informational, promotional, and advertising activities, without any quantitative, temporal, or territorial limitations.
3. The above consent implies that photographs and recordings taken during the Congress may be published online, including on the Organizer's website and social media platforms such as Facebook, Instagram, and others.

§9

COMPLAINTS

1. Any complaints by Congress Participants against the Organizer must be submitted in writing, either by registered mail with acknowledgment of receipt to the Organizer's registered address or via email to ICPNM2025@akademimagornoslaska.pl.
2. Complaints must be submitted no later than 7 days after the conclusion of the Congress. Complaints lodged after the deadline specified in the preceding paragraph shall not be considered.
3. A complaint must include the Participant's full name and a detailed description and reason for the complaint.
4. Complaints will be resolved by the Organizer within 14 days of receiving the complaint.
5. The Organizer's decision regarding the complaint is binding and final. The Participant will be informed of the Organizer's decision via registered mail to the address provided in the complaint within 7 days of its resolution.
6. Legal claims may only be pursued in court after exhausting the complaint procedure specified in this Regulation.

§10

FINAL PROVISIONS

1. The Congress is a private event and does not constitute a mass event as defined by the Act of March 23, 2009, on the Safety of Mass Events.

2. Any disputes arising from participation in the Congress will be resolved by the court competent for the registered office of KBU.
3. In matters not regulated by this Regulation, the provisions of general law, particularly the Civil Code, shall apply.
4. The Organizer reserves the right to amend the provisions of this Regulation. Changes take effect 7 days after being published on the Organizer's website.
5. The provisions of this Regulation are an integral part of the Congress registration process and are deemed accepted by the Participant.
6. This Regulation comes into force on the date it is published on the Organizer's website.