

General Terms and Conditions for the Purchase of the @media L-Banners Advertisement Packs

Version: July 2025

Preamble

- A. These Terms and Conditions (“T&Cs”) govern the purchase and use of @media L-Banner Packs, your access to and use of our online platform (panel.atmediaworld.com) and any related services offered by **ATMEDIA EUROPE LTD.** (“we”, “us”, “our”).
- B. By placing an order or using the platform, you (“Merchant”) accept these T&Cs in full.

1. Company Information

- Name: ATMEDIA EUROPE LTD.
- Registered Address: dist. Krasno selo, Municipality Stolichna, str. Han Persian No. 10, ent. B, fl. 1, ap. 4, 1612 Sofia, Bulgaria
- UIC (Company ID): 207917690
- Email: info@atmediaworld.com
- Website: www.atmediaworld.com

2. Pack Types

2.1 One-Time Packs

- Single-purchase bundles of 12 000 – 95 000 L-Banners (net prices: 499 EUR– 2 999 EUR).
- No ongoing commitment, L-Banners expire 24 months after purchase.

2.2 Monthly Subscription Packs

- Structured as fixed-term, 12-month subscriptions with:

- 12-Month Commitment: Cannot be canceled during the initial term.
- Monthly Billing: Charged via Stripe once per month for 12 consecutive months, starting on your subscription date.
- Automatic Renewal: After 12 months, renews monthly under same terms unless you provide ≥ 7 days' written notice before next billing date.
- Early Termination Liability: All remaining fees become immediately due if canceled before term end, no prorated refunds.
- Price Changes: We may adjust fees with ≥ 30 days' notice, new rates apply from next billing cycle.

3. Purchase and Product Content

3.1 L-Banner Packs are offered to registered business customers ("Merchants") at www.atmediaworld.com/advertisement-packs/. We may refuse any order at our discretion.

3.2 Upon order acceptance, L-Banners are allocated instantly to your panel.atmediaworld.com account. L-Banners are non-refundable and non-transferable.

3.3 Pack options and any special promotional terms will be displayed during checkout.

3.4 L-Banners can only be used to pay for addressable TV advertising via panel.atmediaworld.com.

4. Use of L-Banner Packs

4.1 L-Banner purchase the right to place ads to @media network users via panel.atmediaworld.com.

4.2 Target groups are defined by prior distribution of @media boxes to end consumers.

4.3 Each “view” of your ad deducts one L-Banner, average cost per view is ~30 L-Banners (0.0333 EUR), varying 0.032 EUR–0.0495 EUR based on time slot.

4.4 You bear sole responsibility for all ad content and compliance with applicable laws (EU and Bulgarian advertising, intellectual property, consumer protection, GDPR).

5. Validity and Expiration

5.1 L-Banners expire 24 months from purchase.

5.2 Upon account termination for any reason, unused L-Banners are forfeited without compensation.

6. Returns, Refunds & Warranty

6.1 All L-Banner Pack purchases are final; no returns or refunds.

6.2 Warranty rights remain, claims for defects must be submitted within one year of purchase.

6.3 For returns or statutory withdrawal rights on physical or consumer-facing products and services, please see our Return & Withdrawal Policy at: www.atmediaworld.com/right-of-withdrawal-refund-policy/

7. Pricing, Modifications & Discontinuation

7.1 Prices stated are net and may change without notice.

7.2 We may modify or discontinue any service or pack at any time, we aren't liable for any such changes.

8. Billing & Account Information

8.1 We reserve the right to refuse or cancel any order, limit quantities, or require additional verification.

8.2 You must provide accurate, up-to-date billing and contact information and promptly update any changes.

9. Platform & Optional Tools

9.1 We strive for 99% uptime of panel.atmediaworld.com, excluding maintenance or force majeure.

9.2 Access to third-party tools is provided "as-is"; we bear no liability for their performance.

10. Online Store & General Conditions

10.1 By using our Site (www.atmediaworld.com), you warrant you are of legal age in your jurisdiction.

10.2 You may not use our services for unlawful purposes or transmit harmful code.

10.3 We reserve the right to refuse service to anyone for any reason at any time, and to terminate your access for any breach of these T&Cs.

10.4 Content (excluding payment data) may transfer unencrypted across networks, payment information is always encrypted.

10.5 You agree not to reproduce, copy, resell or exploit any part of the service without our written permission.

10.6 The section and paragraph headings in these Terms and Conditions are for convenience only and have no legal or contractual effect.

11. Accuracy, Completeness & Timeliness

11.1 We endeavor to keep site information accurate and current but make no guarantees.

11.2 Reliance on any content is at your own risk; you should verify with primary sources if needed.

12. Errors, Inaccuracies & Omissions

We reserve the right to correct any errors, remove or update content, and cancel orders if site information is inaccurate, without prior notice.

13. User Comments & Feedback

13.1 By submitting ideas or feedback, you grant us a perpetual, royalty-free license to use them.

13.2 We are not obliged to keep submissions confidential or respond.

13.3 You warrant your submissions do not infringe third-party rights or contain unlawful content.

14. Third-Party Links

Our service may include links to third-party sites. We do not endorse them and bear no liability for their content, policies, or transactions.

15. Personal Information & Privacy

Your personal data is processed in accordance with our Privacy Policy (www.atmediaworld.com/privacy-policy/) and EU GDPR requirements.

16. Prohibited Uses

- You may not use the service to:
 - Violate any law or regulation
 - Infringe intellectual property
 - Upload malicious code
 - Harvest or track personal data of others
 - Spam, phish, crawl, or scrape
- Violation may lead to service termination.

17. Disclaimer of Warranties & Limitation of Liability

17.1 All services and products are provided “as-is” and “as-available” without warranties.

17.2 We do not guarantee uninterrupted, error-free service or the accuracy of results.

17.3 To the fullest extent permitted by law, we and our affiliates are not liable for any direct, indirect, incidental, or consequential damages arising from your use.

18. Indemnification

You agree to indemnify and hold harmless **ATMEDIA EUROPE LTD.** and its affiliates against all claims, liabilities, losses, and expenses arising from your breach of these T&Cs or your misuse of the service.

19. Assignment, Offset, Inheritance & Severability

19.1 You may not assign your rights or obligations under these T&Cs without our prior written consent.

19.2 The Merchant is not entitled to offset any claims against **ATMEDIA EUROPE LTD.**, unless such claims are undisputed or legally established.

19.3 Upon the death of a Merchant, their rights and obligations under these T&Cs shall pass to their legal heirs in accordance with applicable inheritance laws.

19.4 If any provision of these T&Cs is held invalid or unenforceable, the remaining provisions remain in full force and effect.

20. Termination

20.1 Either party may terminate these T&Cs at any time—in writing for subscriptions or immediately for breaches.

20.2 Obligations and liabilities incurred before termination survive thereafter.

21. Amendments

These T&Cs may only be amended in writing and confirmed by **ATMEDIA EUROPE LTD.** No verbal agreements apply.

22. Entire Agreement

These T&Cs, together with any policies or agreements referenced herein, constitute the entire agreement between you and us, superseding all prior communications.

23. Governing Law & Jurisdiction

23.1 These T&Cs are governed by the substantive law of Bulgaria; the CISG and other conflict-of-law rules do not apply.

23.2 Exclusive venue for disputes is the courts in Sofia, Bulgaria.

23.3 Parties must first attempt settlement negotiations at our Sofia office before pursuing litigation.

24. Subscriptions & Auto-Renewal

(See Section 3.2 for subscription details.)

25. Contact Information

ATMEDIA EUROPE LTD.

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