Advertising Disclosure – ScratchScratch

Version for Businesses – United Kingdom
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1. Purpose of this Notice

This document provides companies with transparent information on how advertising works on the ScratchScratch platform, what responsibilities are involved, and what terms apply to the use of promotional tools.

By registering on the platform and uploading prizes or content, the Company accepts the rules below.

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2. Nature of the Service

ScratchScratch is not a traditional advertising system.
It allows users to participate in free interactive games (scratch cards, lucky numbers, etc.) to win real prizes offered by companies.

Unlike paid ads, ScratchScratch is based on **product visibility in exchange for real offers** (prizes, coupons, services).

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3. Visibility Mechanism

Each time a user clicks on a company and watches the **12-second video**, the company gains:

- One visibility credit (viewed by a real user);
- One potential entry into the game for the prize;
- One “click” registered in the company's statistics;

Companies can monitor:

- Number of impressions
- Number of clicks
- Click-through rate (CTR)
- Number of games played

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4. Commitment by the Company

By publishing a prize, the Company agrees to:

- Actually deliver the prize if won by a user

- Respect the delivery terms indicated (within **10 days**)
- Offer only **real, existing products or services**
- Respond to winner communications promptly

The platform reserves the right to **suspend or remove** content in case of repeated user complaints or missed deliveries.

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5. Free Credit and Costs

Upon registration, the Company receives **a free welcome credit**, valid for a number of user clicks (up to 100).

Once the credit runs out, the Company may purchase additional clicks starting from €10.
Each click costs **€0.10**, regardless of whether the user wins, loses, or interacts further.

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6. No Data Ownership

Companies may access **basic user data** (name, email, phone number) only if the user wins a prize or gives explicit consent for marketing communications.

Companies **do not acquire ownership** of customer data.
All communications must go through the platform's tools and comply with **UK GDPR**.
An unsubscribe option must be included in every message.

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7. Responsibility Disclaimer

ScratchScratch acts as an **intermediary platform** and cannot be held liable for:

- Non-delivery of prizes by the Company
- Legal disputes between Company and User
- Commercial results or conversions generated (or not generated)

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8. Termination of Activity

The Company can pause or end its activity at any time through its dashboard.

Likewise, ScratchScratch reserves the right to suspend an account if:

- The Company breaches these rules;
- There is misconduct, abuse or fraud;
- A legal authority requests it.

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9. Final Clause

The Company declares that it has read this document before uploading any promotional content and fully accepts the rules and obligations involved.