

Conditions of Participation

World Kids Colouring Day 2026 – “Football, Friends & Colouring Fun” (Nordics)

Last updated: 29 April 2026

Participation period: 01 May 2026 – 31 May 2026 (inclusive)

1) Organiser

The Organiser of the Nordic participation initiative is:

STAEDTLER (Nordic) A/S

Bådehavns­gade 42K, 1, DK-2450 København SV, Denmark

Email: marketing.nc@staedtler.com

CVR: 15271213

STAEDTLER collaborates with Plan International Germany and STAEDTLER SE (Nuernberg) in relation to the supported project described below. All donations are made by STAEDTLER SE and Plan International

2) Where these terms apply

These Terms apply only to participation submitted by parents/guardians residing in:

Denmark

Sweden

Norway

Finland

Participation originating outside these countries is not covered by these terms and is reflected in campaigns organized by other STAEDTLER affiliates with differing terms and conditions.

3) What this is

World Kids Colouring Day is a creative participation initiative with a charitable purpose.

This is not a competition. In particular, it is not a prize draw, lottery, game of chance, judging contest, or “best drawing” selection. There are no winners, no ranking, no voting, and no prizes or rewards under these Terms within the Nordic countries.

4) Eligibility

Participation is open to:

Children aged 3 to 12 (inclusive) who live in Denmark, Sweden, Norway or Finland, provided a parent/legal guardian submits the entry on the child’s behalf. Permission must be granted from any/all parent or legal guardians.

By submitting an entry, the parent/guardian confirms that:

- they are the child’s parent/legal guardian (or have authority to submit on the child’s behalf), and
- where required, any necessary consent from another parent/guardian has been obtained

Employees of STAEDTLER (Nordic) A/S and their immediate household members may participate with their children, but STAEDTLER may exclude any submission that creates a conflict of interest or is inconsistent with the purpose of the initiative.

5) How to participate (Submission methods)

During the participation period, a parent/guardian may submit a child’s artwork by either:

- Completing the online participation form and uploading the artwork, or
- Emailing the artwork to marketing.nc@staedtler.com

A submission is considered received when it is successfully uploaded (online) or received in the STAEDTLER mailbox (email)

No purchase is required to participate.

6) Submission requirements (Valid entries)

To be a “Valid Entry”, the submission must meet all of the following:

- The artwork relates to the theme: “Football, Friends & Colouring Fun.”
- It is submitted within the participation period.
- It is submitted by a parent/guardian (not by the child directly).
- It complies with Section 9 (Artwork & content rules).

STAEDTLER may disregard entries that are incomplete, corrupted, clearly automated, submitted in bulk by scripts, or otherwise submitted in a way that undermines the integrity of the initiative.

7) Donation mechanism

For each Valid Entry received during the participation period:

- STAEDTLER will donate EUR 1 to Plan International Germany for the supported project.
- The total donation is capped at EUR 50,000 (maximum total donation for this initiative).

Participation by the child is not fundraising by the child, and no child or parent is collecting money. The donation is made solely by STAEDTLER as part of its CSR commitment.

Once the donation cap is reached, STAEDTLER may continue to accept submissions for participation/engagement purposes, but additional entries may not generate further donations.

8) Costs and communications

Participation is free. The parent/guardian is responsible for any internet/data costs associated with uploading or emailing an entry.

STAEDTLER will use the parent/guardian email address only for administration of participation, unless the parent/guardian has separately opted in to receive marketing.

9) Artwork & content rules (child-safe + GDPR-safe)

9.1 No identifiable child information in artwork uploads

To protect children’s privacy, parents/guardians must ensure that the submission does not include:

- the child's full name, address, phone number, school name, or other identifying text, or
- a photo of the child's face/body, or other images where the child can be recognized.

If a submission contains identifiable personal data of a child, STAEDTLER may delete it and (where possible) request a new, compliant submission.

9.2 Appropriate content

Entries must not contain unlawful, harmful, hateful, violent, sexual, or otherwise inappropriate content. STAEDTLER may delete or exclude such entries.

10) Intellectual property / Use of artwork

10.1 Ownership

Ownership of the artwork remains with the child and/or parent/guardian (as applicable under national law).

10.2 Limited participation license (default)

By submitting an entry, the parent/guardian grants STAEDTLER a limited, non-exclusive, royalty-free license to:

- receive, store, and process the artwork only to administer participation and to count Valid Entries for donation purposes.

10.3 No publication without separate consent

STAEDTLER will not publish, display, repost, or use submitted artwork in marketing/PR/materials without separate, explicit consent from the parent/guardian (e.g., a separate checkbox or follow-up consent request).

10.4 Optional consent for communication and campaign use

Separately from participation in World Kids Colouring Day, the parent or legal guardian may choose to grant consent for STAEDTLER SE and STAEDTLER (Nordic) A/S to use the submitted artwork for communication relating to World Kids Colouring Day.

If such consent is given, STAEDTLER may use the artwork for:

- websites and landing pages relating to World Kids Colouring Day,
- presentations and reports about the initiative, and
- future marketing and communication of World Kids Colouring Day in digital and printed channels.

Granting this consent is entirely optional and not a condition for participation in the initiative or for the associated donation.

The artwork will not be attributed to the child by name and will not include personal data.

This consent may be withdrawn at any time with effect for future use.

11) Personal data / Privacy (GDPR-standard)

STAEDTLER processes personal data in line with the GDPR standard and applicable national data-protection rules

11.1 What data is processed

STAEDTLER may process:

- Parent/guardian name (if provided in the form)
- Parent/guardian email address
- The uploaded artwork image/file
- Technical metadata needed for submission handling (e.g., timestamp)

STAEDTLER does not request the child's name or direct contact details.

11.2 Purpose

Data is processed only to:

- administer participation (receive/handle submissions),
- count Valid Entries for donation calculation and integrity controls, and
- respond to parent/guardian enquiries about the submission.

11.3 Legal basis

Processing is based on:

- Processing is based on consent provided by the submitting parent/guardian and, where applicable, STAEDTLER's legitimate interest in administering a charitable participation initiative

11.4 Retention

Personal data and submitted files are retained only as long as necessary to administer the initiative and complete the donation accounting, after which they are deleted or anonymized unless separate consent for longer use has been obtained.

11.5 Rights

Parents/guardians may request:

- access, rectification, deletion, restriction, or objection (where applicable), and withdrawal of consent

Requests can be sent to: marketing.nc@staedtler.com.

Parents/guardians may also lodge a complaint with the relevant national data-protection authority.

12) Fair participation & child-appropriate marketing standards

STAEDTLER will present this initiative in a manner intended to be transparent and not misleading, and to respect stricter expectations where children are involved.

13) Limitation of liability

STAEDTLER is not responsible for:

- submissions not received due to technical issues outside STAEDTLER's reasonable control (e.g., email delivery failures, connectivity issues), or
- corruption of files during transmission, or
- submissions sent to the incorrect STAEDTLER subsidiary/campaign

14) Changes, suspension, or termination

STAEDTLER may amend, suspend, or terminate the initiative where reasonably necessary (e.g., technical security issues, legal compliance reasons), while aiming to minimize impact on participants.

Any material change will be communicated on the participation landing page (where feasible).

15) Governing law & mandatory consumer protections

These Terms are intended to operate under applicable laws in Denmark, Sweden, Norway, and Finland, and relevant EU consumer and data-protection principles.

Mandatory consumer protection provisions in the participant's country of residence remain unaffected.

16) Contact

Questions about participation or privacy can be sent to:

marketing.nc@staedtler.com