

**OF THE INTERNATIONAL SCIENTIFIC CONFERENCE AT THE XXVI
CONGRESS OF PUBLIC RELATIONS PROFESSIONALS
“DIGITAL HORIZONS: DIALOGUE, CRISIS AND TRANSFORMATION – PUBLIC
RELATIONS IN THE ERA OF DISINFORMATION AND THE NEED FOR DIGITAL
RESILIENCE”**

§1

GENERAL PROVISIONS

1. These Regulations (hereinafter: the “Regulations”) define the rights and obligations of participants of the **INTERNATIONAL SCIENTIFIC CONFERENCE AT THE XXVI CONGRESS OF PUBLIC RELATIONS PROFESSIONALS**, titled *“Digital Horizons: Dialogue, Crisis and Transformation – Public Relations in the Era of Disinformation and the Need for Digital Resilience”* (hereinafter: the “Conference”).
 2. The organizers of the Conference are:
 1. Katowice Business University, ul. Harcerzy Września 1939 No. 3, 40-659 Katowice, entered in the Register of Non-Public Universities under number 36, NIP: 954-00-07-281, REGON: 272199522;
 2. Poznań University of Economics with its registered office in Poznań (61-875), al. Niepodległości 10, NIP 777-00-05-497, REGON 000001525;
 3. University of Warsaw, ul. Krakowskie Przedmieście 26/28, 00-927 Warsaw, NIP: 525-001-12-66, REGON: 000001258;hereinafter collectively referred to as the **Organizer**.
 3. The main partner of the Conference is **Newsline Sp. z o.o.**, ul. Nad Przyrwą 13, 35-324 Rzeszów, KRS No.: 0000287803, registered by the District Court in Rzeszów, 12th Commercial Division of the National Court Register, NIP: 5170232077, REGON: 180265517.
 4. The Conference is open to all interested parties, in particular scholars, theorists, and practitioners addressing ethical issues in the field of public relations.
 5. The Conference will take place on **September 24, 2026, in Rzeszów**, at the **Hotel Bristol Rzeszów Tradition & Luxury**, ul. Kopernika 1, 35-001 Rzeszów.
 6. Detailed information regarding the Conference is available on the website: cyfrowehoryzonty.pl.
-

§2

CONDITIONS OF PARTICIPATION

1. The expected number of Conference participants is limited to 50, however the Organizer reserves the right to close registration for fewer or additional participants depending on current organizational capacities.
2. Participation in the Conference requires providing data in the registration form and paying the fee within the deadline indicated in the offer.

3. Fees are described on the Conference website (www.cyfrowehoryzonty.pl) under the tab “**Conference Participation Costs**”.
 4. Submitting the registration form on the Conference website constitutes acceptance of these Regulations, compliance with applicable laws, and all other arrangements made between the Participant and the Organizer.
 5. Participation in the scientific session requires registration no later than **September 11, 2026**, via the online form on cyfrowehoryzonty.pl. Each submission will be verified by the organizers and confirmed by **September 14, 2026**.
 6. Cancellation of participation requires a written statement sent by post to the Organizer’s address or by email to: **konferencjaPR@akademiagornoslaska.pl**.
 7. If cancellation occurs by **September 14, 2026**, the registration fee will be refunded or reduced accordingly. After this date, the Organizer reserves the right to retain the full fee.
 8. Failure to cancel or non-attendance does not constitute withdrawal and will result in the Participant being charged the full fee.
-

§3

PUBLICATIONS

1. Selected papers will be published in the publishers listed on the Conference website.
 2. Articles must comply with the editorial requirements available on the Conference website.
 3. The Scientific Committee reserves the right to select papers for presentation during the Conference.
 4. Publication of a paper requires its preparation in accordance with the editorial guidelines. Qualification of a paper for publication will be based on the sum of two reviewers’ evaluations and the decision of the Scientific Council of the Conference.
 5. The paper, prepared according to the **Instructions for Authors**, along with the completed paper metadata and a scanned, signed declaration (third page of the metadata), as well as abstracts describing the presentation, must be submitted by **October 30, 2026**.
 6. Papers should be sent to: **konferencjaPR@akademiagornoslaska.pl**.
 7. The Organizer reserves the right to choose the publication venue, and the participant has no influence on where their article will be published. Submission of the article constitutes acceptance of these terms.
-

§4

LIABILITY

1. The Organizer is not responsible for force majeure events, including natural disasters, fires, floods, earthquakes, acts of war, strikes, blockades, restrictions on the operation of universities, closure of the conference venue due to epidemiological reasons, or other regulations related to epidemics that prevent fulfillment of the agreement, interruptions in utility services, or other circumstances beyond the Organizer’s control.

2. The Organizer is not liable for damages or accidents resulting from non-compliance with the rules and instructions outlined in these Regulations, including incidents caused by Participants or other persons present at the Conference venue.
 3. The Organizer is not responsible for technical or organizational problems of Participants arising from circumstances beyond its control, including internet connectivity issues on the Participants' side.
 4. Opinions and statements expressed by speakers are the responsibility of the authors; the Organizer does not bear liability for their content or form.
 5. The Organizer is not responsible for Participants' belongings that may be lost, damaged, or stolen during the Conference.
 6. Participants are fully responsible for any damage they cause to the property of the Conference venue.
-

§5

PERSONAL DATA

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:

1. The Administrator of your personal data is **Upper Silesian Academy named after Wojciech Korfanty in Katowice**, ul. Harcerzy Września 1939 No. 3, entered in the Register of Non-Public Universities under number 36, NIP: 954-00-07-281, REGON: 272199522.
2. The Data Protection Officer can be contacted regarding all matters concerning personal data processing at **iod@akademiagornoslaska.pl** or by mail to the Academy's address, marked "DPO."
3. Your personal data are necessary for registration, organizational communication, and documentation of participation in the event.
4. The legal basis for data processing is:
 - a) Art. 6(1)(a) GDPR – consent to data processing;
 - b) Art. 6(1)(b) GDPR – processing for the purpose of concluding and performing the agreement with you;
 - c) Art. 6(1)(c) GDPR – processing to comply with legal obligations, including issuing and storing invoices, post-sale rights, defense in claims, and other statutory obligations.
5. Providing personal data is voluntary but necessary for participation in the event.
6. Collected data: name, surname, email, phone number, invoicing data provided in the registration form.
7. Personal data will not be processed automatically and will not be subject to profiling.
8. Recipients of your personal data may include:
 - a) persons authorized by the Administrator to process data within their official duties;
 - b) entities entitled by law to access personal data;
 - c) entities providing services to the Administrator necessary for the event under data processing agreements;
 - d) partners of the Administrator under data processing agreements.
9. Your personal data will be stored until consent is withdrawn or for a period required by law.

10. You have the right to access, correct, delete, or restrict processing of your data, object to processing, request cessation of processing, data portability, and withdraw consent at any time.
 11. You have the right to lodge a complaint with the supervisory authority, i.e., the President of the Personal Data Protection Office.
 12. Registration and participation in the event constitute your voluntary consent to data processing.
-

§6

CONSENT FOR IMAGE USE

1. During the Conference, the Organizer may conduct photography and video recording for documentation, promotion, and advertising purposes.
 2. Participation in the Conference constitutes voluntary consent to the free, unlimited (quantitative, temporal, and territorial) use, editing, reproduction, and multiple dissemination of the Participant's image captured in photos and recordings without further approval, for informational, promotional, and advertising purposes.
 3. This consent includes the right to publish photographs and recordings online, including the Organizer's website and social media platforms such as Facebook and Instagram.
-

§7

FINAL PROVISIONS

1. The Conference is closed and does not constitute a mass event under the **Act of March 23, 2009, on the safety of mass events** (Journal of Laws 2022, item 1466, as amended).
2. Any disputes arising from participation in the Conference will be resolved by the court competent for the seat of the Upper Silesian Academy named after Wojciech Korfanty in Katowice. Organizers bear joint and several liability.
3. Matters not regulated in these Regulations shall be governed by generally applicable law, in particular the provisions of the Civil Code.
4. The Organizer reserves the right to amend these Regulations. Changes shall take effect **7 days** after being posted on the Conference website.
5. The provisions of these Regulations constitute an integral part of the Conference registration and are deemed accepted by the Participant.
6. These Regulations enter into force on the date of their publication on the Conference website.