Rules of the Harry Potter x Naoko Studio Creator Programme

Effective from 19 November 2026.

1. Who runs the programme

1.1. The programme is run by Concept 101 sp. z o.o., with its registered office in Łódź, ul. Romanowska 55B/32B, 91-174 Łódź, Poland, KRS 0000780307, NIP (tax ID) 7252288381, owner of the NAOKO brand (“we”).

1.2. Contact for programme matters: wspolpraca@naoko-store.pl.

2. What the programme is

2.1. You get your own discount code for 25% off products from the Harry Potter x Naoko Studio collection in the naoko-store.pl and naoko-store.com shops. The code is meant for the people you recommend the collection to.

2.2. For sales of products from this collection made with your code, we grant you a cash reward. We calculate it on the value actually sold, that is, after returns and cancellations.

2.3. Taking part in the programme is voluntary and free. You do not have to buy anything.

2.4. By joining the programme, you do not undertake to do anything for us. We do not commission posts from you, we do not set their content, number or timing, and we do not assess them. Whether, when, where and how you recommend the collection is up to you.

2.5. The reward is due only because another person bought a product from the collection with your code.

2.6. You do not act on our behalf and you may not make any statements for us.

3. Who can take part and how to join

3.1. The programme is open to adults with full legal capacity whose application we have accepted.

3.2. You apply on the page we send you a link to by email. In the application you accept these Rules and give the details we need to make and send the shirt described in section 4.

3.3. If you applied before these Rules were made available, you join the programme when you accept them on the page from the link we send you by email.

3.4. Sending an application does not mean you have been accepted. We confirm acceptance by email, which includes your code. If we do not accept your application, we tell you by email; in that case we do not send a shirt and no obligations arise.

3.5. You take part in the programme from the moment you receive our confirmation.

3.6. One person can have one participation and one code.

3.7. Our employees cannot take part in the programme. If we have a separate agreement with you about posts, the terms for settling sales made with your code are set in that agreement.

4. The shirt

4.1. Once we accept your application, we make The House Shirt with your name on it and send it to you as a gift. You do not pay for the shirt or for delivery.

4.2. The shirt is yours whether or not you post anything and whether or not any sales are made with your code. You keep it even if you leave the programme. It is not remuneration and you do not have to show it.

4.3. The name on the back must follow the licensor's rules: 2–11 characters, no character names and no offensive language. If the name does not meet them, we will reject it and ask you for another one.

4.4. We make the shirt with your name on it, so we do not exchange it for another size or for money. If it arrives with a defect, write to hello@naoko-store.pl and we will send a new one.

4.5. Section 8 explains how the shirt is treated for tax purposes. We give the value of the shirt used for the settlement in the shipping email.

5. The reward

5.1. The reward is 10% of the base described in section 5.2. There are no other rates in this edition.

5.2. The base is the net value (excluding VAT) of Harry Potter collection products bought with your code during the sales period, after the discount, excluding delivery costs and gift cards. Other products in the same order are not included.

5.3. The sales period covered by the programme runs from the day we sent you the code until 31 January 2027.

5.4. What counts is the value actually sold. We reduce the base by cancelled orders and by products returned by 31 March 2027. If part of an order is returned, we deduct the value of the returned products. Returns after 31 March 2027 do not reduce the reward.

5.5. Example: a customer used your code to buy two products from the Harry Potter collection and a sweatshirt from outside the collection, and then returned one product from the collection. We calculate the reward on the price of one collection product after the discount, excluding VAT.

5.6. No reward is due for your own orders or for orders where the code was used in breach of section 7.

5.7. The code cannot be combined with other discount codes.

5.8. We calculate the reward in the currency of the order. If we pay it in another currency, we convert it at the average exchange rate of the National Bank of Poland (NBP) from the last business day before the statement is prepared.

6. Statement and payment

6.1. By 10 April 2027 we send you one statement for the whole sales period. It lists the orders made with your code (without buyers' details), returns and cancellations, and the amount of the reward.

6.2. We pay the reward in a single payment, by bank transfer to your account, by 20 April 2027. Earlier payment is not possible.

6.3. Before payment, you give us the data described in section 8. Until then we hold the payment, and the reward you have earned is not lost.

6.4. We pay people living in Poland the full amount of the reward, with no deductions. If the law requires us to withhold tax (section 8.6), we pay the amount left after withholding it.

6.5. If the statement contains an error, write to us within 30 days of receiving it. We reply within 14 days. This time limit does not restrict your statutory claims.

7. Rules for using the code and for posts

7.1. You give the code to people you recommend the collection to yourself: your followers and friends.

7.2. You must not: (a) place the code on coupon or discount-code websites, apps or groups; (b) use the code in paid advertising, including ads shown for the keywords “NAOKO”, “Naoko Studio” and the names of our products; (c) send the code as unsolicited commercial communication; (d) give false information about products, prices or the promotion, or suggest that you act on our behalf; (e) create orders artificially, for example orders placed in order to return them after the reward has been calculated.

7.3. Taking part in the programme does not oblige you to post anything. However, if on your own initiative you publish content in which you give the code, recommend the collection or show the shirt you got from us, you label it clearly as advertising for the @naoko.store brand, in line with the law and the guidelines of the President of UOKiK (the Polish consumer protection authority), for example with “#ad” and the paid partnership label in the app.

7.4. You do not suggest that you work with Warner Bros. or that Warner Bros. sponsors your content. You do not use Harry Potter marks on your own products or in profile names.

7.5. If the code appears on a coupon website, in a paid ad or in any other place prohibited by section 7.2, we may block it and give you a new one. We do not grant a reward for orders for which we show that the code came from such a source. We give you a list of those orders and the source.

7.6. We inform you by email, with reasons, when we block the code and when we do not grant a reward. You have 14 days to give your explanation. We reply within 14 days.

8. Taxes and payment data

8.1. In the application, or in reply to the acceptance email, you declare whether you take part in the programme as a private individual (including as unregistered business activity under Polish law) or as part of a registered business, and in which country you are tax resident. You update this declaration if anything changes.

8.2. Private individual living in Poland, including one carrying on unregistered business activity: the shirt and the reward are your taxable income. We do not withhold advance tax, and we pay the reward in full. You do not issue us a bill or an invoice. We send information about this income to the tax office and to you within the time limits set by law; we send it to you by email to the address given in your application. You report this income in your annual tax return.

8.3. For tax settlements we need the following from a private individual living in Poland: first name and surname, home address and PESEL number. You give them in the application or in reply to the acceptance email. We send the shirt once we have received these data. You give your bank account number before the reward is paid.

8.4. Participant acting as part of a registered business: on the basis of the statement, you issue us an invoice for the reward. The amount in the statement is a net amount; if you are an active VAT payer, you add VAT. Payment is made by the date in section 6.2 or within 14 days of our receiving the invoice, whichever is later. We do not issue an invoice for the shirt, because it is a gift. You account for the shirt and the reward yourself in your business.

8.5. Participant with a business registered outside Poland: you issue an invoice without Polish VAT and, before payment, send us a certificate of tax residence.

8.6. Private individual living outside Poland: before payment, you send us a certificate of tax residence. Without the certificate, we withhold tax at source under Polish law, currently 20%, and pay the remaining amount. We send information about the payment to you and to the tax office.

8.7. We process your data in line with the data processing notice available on the application page. We keep the data needed for tax settlements for the period required by tax law.

9. Your posts

9.1. If you tick the consent box in the form, we may share your posts related to the programme on our social media channels (reposts, stories, tagging your profile) for 12 months from their publication.

9.2. The consent does not cover using your posts in paid advertising. That requires a separate agreement.

9.3. The consent is voluntary. It does not affect acceptance into the programme, the shirt or the reward. You can withdraw it at any time by writing to wspolpraca@naoko-store.pl; withdrawal applies from then on.

10. Leaving the programme and ending participation

10.1. You can leave the programme at any time by writing to wspolpraca@naoko-store.pl. We switch the code off within 3 business days. We settle and pay the reward for sales up to the day the code is switched off within the time limits in section 6. You keep the shirt.

10.2. We may end your participation immediately if you breach section 7 or give false data. In that case no reward is due for orders connected with the breach; we settle and pay the rest of the reward within the time limits in section 6. We give reasons for the decision by email. You can appeal within 14 days, and we reply within 14 days.

10.3. The programme ends when the sales period ends, on 31 January 2027. Settlement and payment follow the time limits in section 6.

10.4. We may end the programme earlier by giving at least 14 days’ notice by email. We settle the reward for sales up to that day on the usual terms.

11. Changes to the Rules

11.1. We may change the Rules for important reasons: a change in the law or in the position of the authorities, a change in how discount codes work, a change in the licence terms for the collection, or the need to prevent abuse.

11.2. We inform you of a change by email at least 14 days before it takes effect. If you do not accept it, you can leave the programme before that day.

11.3. Orders placed before a change takes effect are governed by the previous Rules. A change does not reduce the reward for those orders.

12. Complaints and final provisions

12.1. You send complaints about the programme to wspolpraca@naoko-store.pl. We reply within 14 days.

12.2. Other forms of cooperation, for example a fee for specific posts or taking part in paid advertising campaigns, are agreed separately and in writing. They are not part of the programme.

12.3. The Rules are governed by Polish law. If you live in another country and take part in the programme as a consumer, this does not deprive you of the protection given by the mandatory provisions of the law of the country where you live.

12.4. The current version of the Rules is available on the application page. We send you the version you accepted by email together with the acceptance confirmation.

12.5. We record your acceptance with the date, time and version of the Rules.