

## RULES OF GROUP REGISTRATION FOR GENERAL-LEVEL DIMAQ PROFESSIONAL EXAMINATION

### I. GENERAL PROVISIONS

1. These rules define the principles of taking general-level DIMAQ Professional examinations (group registrations made by entrepreneurs, institutions, or universities).
2. The principles of conducting a DIMAQ Professional examination, the principles of obtaining a DIMAQ Professional certificate, and the principles of DIMAQ Professional recertification are identical for both group and individual exam-takers.
3. **DIMAQ (Digital Marketing Qualification) Professional is an industry-specific certificate awarded in Greece by IAB Greece** (henceforth referred to as “IAB Hellas”) a licensee of **Internet Industry Employers’ Association Poland**, henceforth referred to as “IAB Poland”.
4. **DIMAQ is an official EU figurative trademark** registered for IAB Poland and licenced by IAB Hellas (trademark no. 014538623).
5. The principles:
  - a) of individual registration for DIMAQ Professional examination,
  - b) of conducting DIMAQ Professional examinations,
  - c) of DIMAQ Professional recertification,
  - d) of awarding accreditations to facilities, events, studies, etc. that offer points required for DIMAQ Professional recertification,are defined in separate rules.
6. IAB Hellas offers paid preparatory training sessions addressed to DIMAQ Professional examination candidates. The training offer is available at IAB Hellas’s seat or appropriately chosen place in Athens.
7. Payments related to conducting DIMAQ Professional examinations are managed by IAB INTERACTIVE ADVERTISING INSTITUTE GREECE (NGO), TAX REGISTRY NO: 999712464

## II. GROUP REGISTRATION FOR GENERAL-LEVEL DIMAQ PROFESSIONAL EXAMINATION

1. DIMAQ Professional examination may be taken by any natural person who has been registered for DIMAQ Professional examination by an entrepreneur, institution, or a university, according to these rules. In the case of minors, such persons have to be registered for DIMAQ Professional examination with the consent of their legal custodian(s).
2. A registration for DIMAQ Professional examination should include:
  - a) indication of the registering party (name and surname and the name of the operated business, or the business name, registered office address, and the ΑΦΜ (Tax Registry Number) in the case of entities looking to have invoice issued,
  - b) indication of names and surnames of persons registered for DIMAQ Professional examination, their ID or Passport numbers,
  - c) valid e-mail address of the registering party and the persons registering,
  - d) indication of the preferred date of DIMAQ Professional examination - selected from among the dates offered by IAB Hellas; IAB Hellas needs to receive the notice of the preferred date no later than 20 days before the said preferred date,
  - e) declaration of the person registered for DIMAQ Professional examination containing their agreement to have their personal data processed for purposes related to conducting DIMAQ Professional examination and related to DIMAQ Professional recertification,
  - f) approval of the provisions of these Rules,
  - g) signature of the person authorized to represent the registering party.

The registration form (Excel file) constitutes Appendix no. 1 to these rules.

3. A correctly filled and complete registration form needs to be sent by e-mail to IAB Hellas to [dimaq@iab.gr](mailto:dimaq@iab.gr).
4. If the registration form is filled incorrectly or incomplete, IAB Hellas will notify the registering party of such fact within 5 days of receipt of the form. The registering party will be able to complete the registration form within 2 days of the day of receipt of information of omissions from IAB Hellas. In such circumstances, DIMAQ Professional examination may take place not sooner than 20 days of the day IAB Hellas receives a completed/corrected registration form.
5. After IAB Hellas receives a completed/corrected registration form, IAB Hellas sends a confirmation of receipt of the registration form by e-mail, providing information if the examination may take place on the date preferred by the registering party. If it is possible to have the examination take place on the date preferred by the registering party because of prior arrangements made with other DIMAQ Professional examination candidates, IAB Hellas and the registering party will choose another convenient date and book it for the registering party until they pay the DIMAQ Professional examination fee according to the principles listed below.

6. Group candidates registered for DIMAQ Professional examination may take the examination for a fee; the pricelist constitutes Appendix no. 2 to these rules.
7. Paying the examination fee is necessary to make the booking of the preferred date of DIMAQ Professional examination effective.
8. After the payment has been credited to the bank account IAB INTERACTIVE ADVERTISING INSTITUTE GREECE (NGO), TAX REGISTRY NO: 999712464, the company issues a VAT invoice and confirms the booking of the date of DIMAQ Professional examination selected for the registering party's exam-takers.
9. The person registering for DIMAQ examination may request the booked date of examination to be rescheduled. IAB Hellas will then offer a different date on an as available basis. If the examination date is changed, there is no need to pay the examination fee again.
10. If a candidate registered for a given date of DIMAQ Professional examination does not turn up at IAB Hellas's seat or chosen place to take the examination on the date confirmed by IAB Hellas, such candidate loses the opportunity to take the examination on that day and the fee paid for their participation in DIMAQ Professional examination shall not be returned.

### **III. FINAL PROVISIONS**

1. The Organizer reserves the right to amend these Rules. The new version of the Rules will be published at [www.dimaq.gr](http://www.dimaq.gr) and will be available at the Organizer's seat.
2. The Rules are effective as of the date they are adopted in the form of a resolution by IAB Hellas's Management Board.

**APPENDIX NO. 1  
TO THE RULES OF GROUP REGISTRATION FOR GENERAL-LEVEL DIMAQ  
PROFESSIONAL EXAMINATION  
REGISTRATION FORM**

**REGISTRATION FORM FOR GENERAL-LEVEL DIMAQ PROFESSIONAL  
EXAMINATION  
GROUP REGISTRATION**

*The form needs to be filled in block letters.*

**I. REGISTERING PARTY'S DETAILS:**

Name and surname and the name of the operated business / business name:

\_\_\_\_\_

Registered office address:

\_\_\_\_\_

AΦM (Tax Registry) number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**II. DETAILS OF PERSONS REGISTERED FOR EXAMINATION**

Number of registered persons: \_\_\_\_\_

e-mail	name surname	city	street street address	postal code	Province /area	phone number	mobile phone number	ID or Passpor t number

**III. PREFERRED DATE OF EXAMINATION**

\_\_\_\_\_

I hereby accept the provisions of the Rules of group registration for DIMAQ examination.

\_\_\_\_\_  
*(date and signature of the person authorized to represent the registering party).*

**APPENDIX NO. 2  
TO THE RULES OF GROUP REGISTRATION FOR GENERAL-LEVEL DIMAQ  
PROFESSIONAL EXAMINATION  
PRICELIST**

COMPANY MEMBER TYPE	Discount	Training & Exam per Person	Exam only Per Person
IAB MEMBER	20%	632 €	232 €
non IAB MEMBER	0%	790 €	290 €
SDE, GRECA, EDEE	15%	672 €	247 €
Additional Discounts Apply		Discount Surplus	
		Training & Exam per Person	Exam only Per Person
Individual Registration	0%	as per above according company membership type	as per above according company membership type
Multiple Registrations		Training & Exam per Person	Exam only Per Person
<b>2 to 4 applicants</b>		<b>5%</b>	
IAB MEMBER		600 €	220 €
non IAB MEMBER		751 €	276 €
SDE, GRECA, EDEE		638 €	234 €
<b>4 to 6 applicants</b>		<b>10%</b>	
IAB MEMBER		569 €	209 €
non IAB MEMBER		711 €	261 €
SDE, GRECA, EDEE		604 €	222 €
<b>6 to 10 applicants</b>		<b>15%</b>	
IAB MEMBER		537 €	197 €
non IAB MEMBER		672 €	247 €
SDE, GRECA, EDEE		571 €	210 €
<b>10+</b>		<b>20%</b>	
IAB MEMBER		506 €	186 €
non IAB MEMBER		632 €	232 €
SDE, GRECA, EDEE		537 €	197 €

\* In the case of DIMAQ examination failure of a participant, the right to sit again for the exam is after 90 days and by paying in full the examination fee (290 euro). In the case that the participant applies for training and exam then the initial cost will be at 490 Euro vs 790 Euro of fist time.