

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

### I. GENERAL PROVISIONS

1. These rules define the principles of taking general-level DIMAQ Professional examinations (individual registrations made by natural persons).
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 group 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 a separate set of 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.
7. Payments related to conducting DIMAQ Professional examinations are managed by IAB INTERACTIVE ADVERTISING INSTITUTE GREECE (NGO), TAX REGISTRY NO: 999712464

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

1. DIMAQ Professional examination may be taken by any natural person who has registered for DIMAQ Professional examination in the manner defined in 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. In order to register for DIMAQ Professional examination, it is necessary to fill and submit the registration form available at [www.dimaq.gr](http://www.dimaq.gr). The registration form should include:
  - a) the name and surname of the person registering for DIMAQ Professional examination,
  - b) valid e-mail address of the person registering for DIMAQ examination,
  - c) valid phone number of the person registering for DIMAQ examination,
  - d) ID or Passport number of the person registering for DIMAQ examination,
  - e) correspondence address,
  - f) 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,
  - g) declaration of the person registering 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,
  - h) approval of the provisions of these Rules.
3. If the registration form is filled incorrectly or incomplete, IAB Hellas will notify the person registering for DIMAQ Professional examination of such fact within 5 days of receipt of the form. The person registering for DIMAQ examination will be able to complete the registration form within 2 days of the day of receipt of information 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.
4. Individual candidates registering for DIMAQ Professional examination may take the examination for a fee; the pricelist constitutes Appendix no. 1 to these rules.
5. 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 by the person registering for the examination. Paying the examination fee is necessary to make the booking of the preferred date of DIMAQ Professional examination effective.
6. 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.
7. If a candidate registered for a given date of DIMAQ Professional examination does not turn up at IAB Hellas's seat 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 they have paid for participation in DIMAQ Professional examination shall not be returned.

**APPENDIX NO. 1  
TO THE RULES OF INDIVIDUAL 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 €

\* 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.