

**CONFERENCE REGULATIONS**  
**KNOWLEDGE – COMMUNICATION – ACTION. FORECASTING THE FUTURE: BETWEEN**  
**MEDIA, TECHNOLOGY AND SOCIETY**  
**("Rules")**

**Part 1: Conference Information Sheet ("Sheet")**

**I. General Information:**

1. Conference Name: "Knowledge-Communication-Action. Forecasting the Future: Between Media, Technology, and Society" ("Conference")
2. Conference Date: 15–16 October 2026 ("Date")
3. Conference Venue: Faculty of Management and Social Communication of the Jagiellonian University, ul. Łojasiewicza 4, 30-348 Kraków ("Venue")
4. Conference Organizer ("Organizer"):
  - a) Jagiellonian University, ul. Gołębia 24, 31-007 Kraków, on behalf of which the activities related to the conduct of the Conference are performed by the organizational unit: Institute of Journalism, Media and Social Communication of the Jagiellonian University, Faculty of Management and Social Communication of the Jagiellonian University.
5. Conference Website: idmiksuj.edu.pl ("Conference Website")
6. This Conference Information Sheet ("Sheet")
7. Registration Dates: 25 May – 12 July 2026 ("Registration Dates")
8. Registration Website: idmiksuj.edu.pl ("Registration Website")
9. Registration Form: An electronic form available on the Registration Website, through which registration for participation in the Conference must be completed ("Form")
10. Form of Participation: Active and passive (the Conference may be attended by Participants delivering Presentations and Participants attending as passive listeners).
11. Active Participants are Participants delivering a Presentation ("Speakers").
12. Rules for Qualification: The Organizer decides on the acceptance of applications for active participation in the Conference based on a selection process intended to ensure a high scientific standard and thematic diversity. Priority in qualification is given to active participants; applications from passive participants will be accepted for any remaining available spots on a first-come, first-served basis ("Qualification Rules").
13. Participant Limit: 150 ("Limit").
14. Cancellation of Participation: By submitting notice to the Organizer via e-mail to: idmiksuj@uj.edu.pl.
15. Paid Conference: Early bird registration (25 May – 16 August 2026): PLN 650 (for international participants: EUR 160); regular registration (17 August – 13 September 2026): PLN 700 (for international participants: EUR 180). A discount is available for members of the Polish Communication Association (PLN 70) and for doctoral and undergraduate/graduate students (PLN 100 for Polish doctoral and undergraduate/graduate students or EUR 20 for international doctoral and undergraduate/graduate students). Guests invited by the Organizer (Keynote Speakers) are exempt from the fee ("Fee").\*
16. Conference Language: Polish and English.

## II. Submission of Presentations (“Rules for Submission of Presentations”):

1. Types of conference presentations: lectures accompanied optionally by a multimedia presentation or slide show (“Presentations”)
2. Rules for submitting applications to deliver a Presentation:
  - a) e-mail address for submission: via website [idmiksuj.edu.pl](http://idmiksuj.edu.pl)
  - b) type of submission: applications are accepted via the form on the Registration Website, which requires the Participant to create an individual account on the Registration Website
  - c) deadline for submission: 25 May – 12 July 2026 (“Submission Deadline”)
  - d) method of notification of qualification to deliver a Presentation: notification of qualification for participation in the event will be provided via the Registration Website, on the Participant’s account
  - e) deadline for notification of qualification to deliver a Presentation: 19 July 2026Other: In selecting presentations for the Conference, the Organizer is guided by its own discretion and the need to ensure a high scientific level and thematic diversity. The Organizer’s decision is final, requires no justification, and is not subject to appeal.

## III. Photo Coverage (“Rules for Sharing”)

3. Rules for Sharing Photo Coverage:

Photo coverage will be shared:

  - i. within the period: from 15 October 2026, for an indefinite period
  - ii. to an unrestricted audience
  - iii. on the Conference Website and on the Organizer’s social media profiles: <https://www.facebook.com/idmiksuj>

## IV. Use of Image (“Rules for the Use of Image”)

4. The image of the Participant, including the Participant acting as a Speaker, captured in the Photo Coverage in connection with participation in the Conference (“Image”), will be shared in accordance with the following rules:
  - a. The Image will be published: on the Conference Website and on the Organizer’s social media profiles: <https://www.facebook.com/idmiksuj>
  - b. The Image will be published without identifying the Participant as the person depicted in the Photo Coverage in each instance, and in particular, without providing their first name and surname
  - c. The Image will be published within the period: from 15 October 2026, for an indefinite period
  - d. The Image will be shared with an unrestricted audience
  - e. The Image will be used until the withdrawal of consent. Consent may be withdrawn by contacting the Organizer at the following details:

Address: ul. Łojasiewicza 4, 30-348 Kraków  
e-mail: [idmiksuj@uj.edu.pl](mailto:idmiksuj@uj.edu.pl)

## Part 2: Rules of Participation in the Conference – Regulations

## **§ 1**

### **Date and Duration**

1. These Terms and Conditions set out the rights and obligations of the Conference Participants. The Conference shall be held on the Date and at the Venue specified in the Sheet, in an in-person format.
2. A Participant of the Conference is any natural person of legal age with full legal capacity who, within the Registration Dates, has expressed a desire to participate in the Conference or has accepted the Organizer's invitation to participate, has registered for the Conference in the manner referred to in § 2 of the Terms and Conditions, has accepted the Terms and Conditions, and has received notification from the Organizer of their qualification to participate in the Conference (hereinafter referred to as the "Participant").
3. The Terms and Conditions are made available to Participants on the Conference Website in a manner that allows them to be downloaded and viewed offline.
4. The Organizer reserves the right to amend the Terms and Conditions due to changes in generally applicable laws and the necessity to adapt the Terms and Conditions to such changes, particularly for the purpose of increasing security measures accompanying the Conference. An amendment to the Terms and Conditions shall enter into force within 7 days of its publication on the Conference Website. With respect to Participants who accepted the Terms and Conditions before the amendment, the change shall enter into force within 7 days of notification of the amendment via e-mail, provided that no objection to the change is expressed within said period.
5. The Organizer also reserves the right to amend the Terms and Conditions in the event of a change that does not adversely affect the rights of the Participants, or a change consisting of the correction of manifest clerical errors and editorial mistakes. In such cases, the amendment to the Terms and Conditions may enter into force within a period shorter than 7 days but no shorter than 3 days from the date the Participants are informed of the amendment via e-mail, provided that no objection to the change is expressed within said period.
6. The Organizer reserves the right to change the Date and the format of the Conference if holding it on the Date or in the form referred to in Section 1 above becomes impossible or excessively difficult due to reasons beyond the Organizer's control. Any change to the Date and/or format of the Conference shall be promptly announced on the Conference Website.
7. The Conference program is published on the Conference Website. The Organizer reserves the right to make changes to the Conference program, including the schedule and presentation order. In the event of changes, the Organizer shall provide immediate notification on the Conference Website. A change to the Conference program does not constitute an amendment to the Terms and Conditions.

## **§ 2**

### **Registration for the Conference**

1. Participation in the Conference requires prior registration by completing and submitting the Form available on the Registration Website.

2. The detailed registration procedure, including the Participant Limit and the Qualification Rules, is provided in the Sheet.
3. The Organizer shall not be held liable for the provision of incorrect or false data during registration for the Conference.
4. Any person who has registered for the Conference shall receive an email from the Organizer with information regarding their qualification or non-qualification for participation in the Conference.
5. By registering for the Conference via the Form, the person confirms that they have read and accepted the provisions of the Terms and Conditions, which is equivalent to granting the permissions, licenses, and authorizations referred to in the Terms and Conditions. For a paid Conference, registration also obligates you to pay the Fee. Registration for the Conference is deemed complete when the Participant's data is entered into the Form and submitted via the system on the Registration Website.
6. A person who has registered for the Conference acquires a spot in the Conference upon receipt of confirmation of qualification from the Organizer and, in the case of paid Conferences, additionally upon payment of the Fee.

### **§ 3**

#### **General Rules for Participation in the Conference**

1. Upon arrival at the Venue, the Participant is required to confirm their attendance at the reception desk.
2. To ensure security within the Conference premises, the Organizer may use video monitoring (CCTV) covering the entire Conference area as well as specific sections thereof. The rules governing the Organizer's use of monitoring are set out in Ordinance No. 34 of the Rector of the Jagiellonian University of 16 May 2019 regarding: *The Regulations for Video Monitoring at the Jagiellonian University*, as amended, available in the Public Information Bulletin of the Jagiellonian University.
3. Participants are required to comply with safety, occupational health and safety (OHS), and fire regulations in force at the facilities where the Conference is organized, as well as the sanitary regime rules applicable at that time.
4. In the event of a Participant disrupting public peace and order or failing to comply with the Terms and Conditions, the Conference Staff is authorized to:
  - a) issue a warning to the Participant to behave appropriately;
  - b) demand that the Participant leave the Conference premises;
  - c) call the relevant emergency or security services in a situation where the Participant's behavior warrants such intervention, when it poses a threat to other Participants, Conference Staff, or the Organizer's property.
5. The Organizer shall not be held liable for incidents resulting from the Participants' failure to comply with the Terms and Conditions, or from the Participants' failure to follow the recommendations of the Organizer and the instructions of the Conference Staff and services responsible for safety and order.
6. Participants accept the established rules of the Conference proceedings and its program and undertake not to influence changes to it or disrupt the course of the Conference. The Organizer is entitled to exclude from participation in

the Conference those Participants who violate the provisions of the Terms and Conditions, particularly those who:

- a) disrupt the course of the Conference;
  - b) undertake activities that are unlawful, contrary to good practice, or detrimental to the legitimate interests of third parties;
  - c) undertake activities aimed at circumventing, or indicating an attempt to circumvent, the Terms and Conditions or the rules of conducting the Conference;
  - d) undertake activities that violate the legitimate interests of the Organizer or damage its image.
7. In the event of noticing a threat to the life or health of Participants, the Participant is obliged to inform the Conference Staff immediately.
  8. In providing Participants with conference materials (hereinafter referred to as “Conference Materials”), the Organizer emphasizes the necessity for Participants to respect intellectual property rights. Participants undertake to use the Conference Materials provided by the Organizer solely for their personal use. Modifying, copying, transmitting, publicly performing, or any use of these Conference Materials for commercial purposes requires the prior written consent of the Organizer or another authorized entity. Participants bear full liability for any damages resulting from behavior contrary to the above reservation.

#### **§ 4**

##### **Presentations**

1. A person registering for the Conference via the Form notifies the Organizer of their intent to deliver a Presentation under the Rules for Submission of Presentations described in the Sheet.
2. Compliance with the Rules for Submission of Presentations, including, in particular, the submission of the abstract of the Presentation (hereinafter: “Abstract”) to the Organizer, constitutes the granting to the Organizer of a non-exclusive, perpetual, worldwide, and quantity-unlimited license to use the Abstract, within the scope and in the fields of exploitation referred to in § 4 sections 5–8 of the Terms and Conditions, with the right to grant sublicenses to third parties of a scope analogous to the scope of the license, for: deciding on the qualification of a given person to deliver a Presentation; the preparation, organization, conduct, and settlement of the Conference; the development of Conference Materials, including the Book of Abstracts; and for the purposes of promoting the Conference and disseminating information about the course of the Conference. The provisions of sections 3, 4, and 9 of this paragraph shall apply accordingly to the Abstract. If a Participant sends an Abstract to the Organizer for a purpose other than the selection of applications, the provisions of this section shall apply accordingly.
3. A Participant qualified by the Organizer to deliver a Presentation and a person who has accepted the Organizer’s invitation to present a Presentation (each hereinafter: “Speaker”) bears full responsibility for the form and content of the Presentation.
4. The Speaker undertakes to develop and present an original Presentation and guarantees that the Presentation will not infringe upon the rights or personal interests of third parties, nor contain theses or views inciting hatred or discrimination against any persons on the grounds of race, culture, ethnicity, religion, worldview, or gender. Furthermore, it is unacceptable to promote ideology and symbolism associated with totalitarian regimes in the content of the

Presentation, or to present other subject matter prohibited by generally applicable laws or detrimental to the good name of the Organizer.

5. If any part of the Presentation consists of legally protected elements to which the Speaker does not hold the rights, the Speaker guarantees that they are authorized to use them to the extent necessary to deliver the Presentation and to grant the Organizer the license with the right to sublicense referred to in this paragraph, without the need for the Organizer to obtain additional consents or permits.
6. The Speaker grants the Organizer a non-exclusive, perpetual, worldwide, and quantity-unlimited license with the right to grant sublicenses of a scope analogous to the license, to use the Presentation in whole or in part, independently or as part of a collective work, in combination with works and elements freely chosen by the Organizer (including Presentations of other Speakers, image and sound, including as part of the so-called Conference Materials), as well as its adaptations, adjustments, and any materials, graphics, fragments, shots, and documentation created in connection with the recording of the Presentation – for informational, documentary, educational, didactic, advertising, and promotional purposes of the Organizer and the Conference itself (hereinafter: “License”).
7. The License is granted to the Organizer upon the delivery of the Presentation and covers the use of the Presentation in the following fields of exploitation:
  - a) making it available on the Internet, as well as within any telecommunications services using any systems and devices, on all of the Organizer’s social media profiles, on the Organizer’s websites, and on the Conference Website;
  - b) recording, permanent or temporary reproduction of the Presentation in whole or in part by any means and in any form using all available techniques;
  - c) within the scope of dissemination of the Presentation – public performance, exhibition, display, reproduction, and broadcasting and re-broadcasting, as well as making the Presentation publicly available in such a way that everyone can have access to it at a place and time of their choosing, broadcasting the Presentation via multimedia and ICT networks;
  - d) within the scope of trade in the original or copies on which the Presentation was recorded – placing on the market, lending, or renting the original or copies;
  - e) creating and disseminating derivative works of the Presentation, including further projects/materials based on the Presentation or its individual elements, and using such derivative works within the scope and in all fields of exploitation specified in this paragraph;
  - f) re-broadcasting, dissemination in the press, on the Internet, on large-format posters, and in all other forms of promotion or advertising;
  - g) modifying the Presentation in whole or in part and developing its adaptations in whole or in part;
  - h) the right to freely use and exploit the Presentation and its individual elements, including the use of the Presentation and its individual elements for advertising, promotion, or activities conducted by the University domestically and abroad.
8. The License also includes authorization for the Organizer to exercise and permit third parties to exercise derivative rights to the Presentation in all fields of exploitation referred to in this paragraph.
9. The Speaker undertakes not to exercise their moral rights to the Presentation against the Organizer and entities authorized by it, in particular the right to the integrity of the content and form of the Presentation and its reliable use – provided that such use occurs in a manner

consistent with the License – deciding on the first public disclosure of the Presentation, supervision over the manner of using the Presentation, and deciding on the method of attribution of the author of the Presentation, with the proviso that the Organizer, at the Speaker’s request and as far as possible, is obliged to respect the Speaker’s wishes regarding their designation as the person presenting the Presentation.

10. In the event of third parties bringing claims against the Organizer and/or entities acting on its behalf and/or entities authorized by it to use the Presentation and/or Abstract (hereinafter collectively referred to as “Authorized Entities”) in connection with the Presentation and/or Abstract or their individual elements, the Speaker shall:
  - a) indemnify and hold harmless the Organizer and/or the Authorized Entities from such claims, to the extent that the Speaker was obliged to acquire from third parties the rights to legally protected elements of the Presentation and/or Abstract, including economic copyrights and related rights to them and their individual elements, the authorization to exercise and permit the exercise of derivative rights, and to obtain from them the permits and authorizations referred to in this paragraph; and
  - b) bear full liability for all damages incurred by the Organizer and/or the Authorized Entities due to the pursuit of the claims against them, including primarily, but not exclusively, damages related to claims for compensation for the unlawful use of the Presentation and/or Abstract or the unlawful use of their individual elements.

## **§ 5**

### **Recording of the Conference**

1. The proceedings of the Conference shall be recorded in the form of photo coverage (hereinafter: “Photo Coverage”), to which the Participant hereby consents.
2. The Speaker consents to the recording of their Presentation by the Organizer or an entity acting on its behalf in the form of Photo Coverage.
3. The Organizer shall make the Photo Coverage available in accordance with the Rules for Sharing.
4. The Photo Coverage shall be used for educational, didactic, informational, documentary, advertising, and promotional purposes of the Organizer and the Conference itself, as well as for archiving.
5. The License referred to in § 4 of the Terms and Conditions is also granted with respect to the recording containing the Presentation or its elements.

## **§ 6**

### **Image**

1. By registering for participation in the Conference, the Participant, including a Participant acting as a Speaker, grants perpetual, worldwide, and quantity-unlimited consent for the use of their image in accordance with the Rules for the Use of Image.
2. The consent referred to in section 1 above covers the use of the Participant’s image captured in the Photo Coverage.

3. The use of the Participant's image may not occur for purposes of mockery or satire, or in any manner that could infringe upon their good name or reputation.
4. The use of the image includes the recording, processing, reproduction, and multiple dissemination of the Participant's image captured in connection with participation in the Conference and in accordance with the Rules for the Use of Image.
5. The Participant's image shall be used exclusively in connection with the Conference – for educational, didactic, informational, documentary, advertising, and promotional purposes of the Organizer and the Conference itself, for archiving, and as a report on the Conference, including in particular on the Conference Website, on the Organizer's websites, on the Organizer's social media profiles and internet services, at the Organizer's promotional events, and in the Organizer's promotional materials specified in the Sheet – Rules for the Use of Image.
6. In connection with the use of the image, the Participant shall not exercise the right of control or the right of prior approval of the use of the image, including the right to approve the final form of the Photo Coverage in which it has been used, nor the right to be identified as the person depicted in the Photo Coverage.
7. The Conference may be recorded solely by the Organizer. Recording and taking photos by Participants during the Conference are prohibited without the Organizer's prior consent.

## **§ 7**

### **Final Provisions**

1. These Terms and Conditions are made available to Participants on the Conference Website in a manner that allows them to be downloaded and viewed offline, and they shall enter into force on the date of their publication on the aforementioned website.
2. The delivery of the Presentation, as well as the granting to the Organizer of the licenses, permits, and authorizations referred to in the Terms and Conditions (for the use of the Abstract, the Presentation, and the image of the Participant, including the Speaker), within the scope and in all fields of exploitation specified therein, is free of charge (without remuneration) and occurs for the Organizer's statutory purposes, subject to separate agreements concluded with the Speaker.
3. The granting to the Organizer of the licenses, permits, and authorizations referred to in the Terms and Conditions is voluntary, but necessary for the delivery of the Presentation.
4. The Organizer shall promptly provide notification of any cancellation of the Conference on the Conference Website. The Organizer shall not be liable to Participants, including Speakers, for any compensation or damages on this account, nor for the reimbursement of costs incurred for the purpose of participating in the Conference, except for the refund of the Fee, if the Conference is of a paid nature.
5. Subject to mandatory provisions of law, the law applicable to the contract for participation in the Conference concluded through the acceptance of the Terms and Conditions shall be Polish law. In matters not regulated by the Terms and Conditions, the generally applicable provisions of Polish law shall apply, in particular the Civil Code and the Act of 4 February 1994 on Copyright and Related Rights.
6. Subject to mandatory provisions of law, all disputes shall be subject to the jurisdiction of the Polish common courts of general jurisdiction.

7. The Conference Sheet is an integral part of the Terms and Conditions.
8. Information regarding the processing of Participants' personal data constitutes an appendix to the Terms and Conditions.

Attachment:

1. Information on the processing of Participants' personal data