

Pixel Run — Pass Policy

Bérlet Szabályzat

2026-05-08

PIXEL RUN — PASS POLICY (“BÉRLET SZ- ABÁLYZAT”)

Version: 1.0

Effective: 2026-05-08

Issuer: Pixel Run Kft. (the “Operator”), operator of the Pixel Run venue and of the websites pixelrun.hu, shop.pixelrun.hu and the in-venue reception and tablet systems.

Applies to: all multi-entry prepaid passes (“Pass” / “Bérlet”) sold or issued by the Operator, in any channel, on or after the Effective date.

Relationship to other documents: This Pass Policy supplements and forms part of the Operator’s General Terms and Conditions (ÁSZF), Privacy Policy, House Rules and Liability Waiver. Where this Pass Policy is silent, those documents apply. Where this Pass Policy and the ÁSZF conflict on Pass-specific matters, this Pass Policy prevails.

Language / binding version: This document is published in Hungarian and English. The **Hungarian-language version is the sole legally binding version**. The English-language version is provided as a courtesy translation only. In the event of any discrepancy, ambiguity or contradiction between the Hungarian and English versions, the Hungarian version prevails and is determinative.

1. Definitions

1.1. **“Pass”** — a prepaid, non-refundable entitlement issued by the Operator that grants the bearer a fixed number of game entries (“Entries”) at the Pixel Run venue, redeemable until the Pass’s expiry.

1.2. **“Pass Product”** — a published Pass SKU (size/price/validity/participant-cap configuration) from which individual Passes are issued. The Operator’s

current Pass Products are listed in Schedule A.

1.3. **“Pass Code”** — the unique alphanumeric code assigned to each Pass at issuance. The Pass Code is the redemption credential.

1.4. **“Owner Email”** — the email address recorded against the Pass at issuance. The Operator delivers the Pass Code, invoices and Pass-related notifications to the Owner Email.

1.5. **“Entry”** — one (1) participant-hour. A booking for **P participants** lasting **H hours** consumes **$P \times H$** Entries.

1.6. **“LED Slot”** — a regular game-floor reservation. Passes are redeemable **only** against LED Slot reservations and are **not** redeemable against birthday-room reservations, package events, offers, or any other non-LED-Slot booking type.

1.7. **“Reception”** — Pixel Run staff using the Pixel Run reception console at the venue.

1.8. **“Operator”**, “we”, “us”, “our” — Pixel Run Kft.

1.9. **“Customer”**, “you”, “your” — the natural or legal person purchasing or holding a Pass.

2. Nature of the Pass

2.1. A Pass is a **prepaid, multi-entry entitlement** to use the Operator’s services. It is **not** an electronic money instrument, **not** a payment instrument under PSD2, **not** a security and **not** a cash-redeemable voucher.

2.2. A Pass entitles the bearer of the Pass Code to a fixed number of Entries against LED Slot reservations, subject to this Policy and to the ÁSZF.

2.3. A Pass has **no cash value**, cannot be exchanged for cash, and cannot be redeemed for any product or service other than LED Slot reservations.

2.4. A Pass cannot be combined, in the same booking, with a discount coupon, gift card or any other Pass. Exactly one (1) discount/credit instrument may be applied per booking.

2.5. A Pass cannot be used to purchase another Pass.

3. Pass Products and pricing

3.1. The Operator’s currently-offered Pass Products, including Entry counts, prices, validity periods and participant caps, are set out in **Schedule A** to this Policy.

3.2. All prices are quoted in **Hungarian Forint (HUF)** and include **27% Hungarian VAT** unless explicitly stated otherwise. The gross price is computed as $\text{round}(\text{net} \times 1.27)$.

3.3. The Operator may at any time, without prior notice, (a) introduce new Pass Products, (b) retire existing Pass Products from sale, (c) change the price of a Pass Product, or (d) change the validity period or participant cap of a Pass Product. Changes apply only to Passes issued after the change. Already-issued Passes retain the Entry count, price, validity period and participant cap snapshotted at the moment of issuance.

3.4. The retirement of a Pass Product **does not** affect the validity, redeemability or expiry of Passes already issued under that Pass Product.

4. Purchase channels

4.1. Passes may be purchased through:

- (a) the Operator's online shop at shop.pixelrun.hu;
- (b) at Reception during venue opening hours; or
- (c) by separate written agreement (corporate / framework purchases).

4.2. **Online purchase.** When buying online, the Customer selects a Pass Product, supplies the Owner Email and owner name, and pays by card (online card payment) or bank transfer. An invoice is issued automatically. The Pass is issued in ISSUED status (see §6) and is activated upon confirmed receipt of payment.

4.3. **Reception purchase.** When buying at Reception, payment may be made by card, cash, bank transfer or such other method as Reception may accept. The Pass is issued in ISSUED status and may be activated by Reception either before or after payment, at Reception's discretion. An invoice is issued by Reception, on demand or automatically depending on payment method.

4.4. **Corporate Passes.** The larger-volume Pass Products tailored for corporate use (currently VPASS_56 and VPASS_100 — see Schedule A) are **available to any Customer** (natural or legal person) through the same channels in §4.1.(a)–(b) and on the same terms as retail Passes; the SKU label refers only to the targeted user profile and does not restrict who may purchase. A separate corporate framework agreement or specific invoicing arrangement applies only where the parties expressly agree to one in writing.

4.5. The Customer is responsible for the accuracy of the Owner Email and owner name supplied at purchase. The Operator is not liable for non-receipt of the Pass Code or related notifications resulting from an incorrect, unmonitored or rejected Owner Email.

5. Issuance, delivery and activation

5.1. Each Pass receives a unique Pass Code at issuance. The Pass Code, expiry date and a link to the invoice are delivered to the Owner Email once the Pass is activated.

5.2. **Activation** occurs:

- (a) for online purchases — automatically upon confirmation of successful payment;
- (b) for bank-transfer purchases — once the Operator has reconciled the incoming payment;
- (c) for Reception purchases — when Reception flips the Pass to active status, typically immediately after payment.

5.3. A Pass that has been issued but not yet activated **cannot** be redeemed. Attempts to redeem a non-activated Pass will be refused with the reason “pass not yet active (awaiting payment)”.

5.4. Where payment for an **ISSUED** Pass is not received within **three (3) calendar days** of issuance, the Operator may cancel the Pass without further notice. This three-day period may be extended in any individual case by separate written agreement between the Operator and the Customer (typically for corporate purchases on extended payment terms). No Entries accrue on a cancelled-before-activation Pass.

6. Pass lifecycle and statuses

6.1. Each Pass is in exactly one of the following statuses at any time:

- **ISSUED** — created but not yet activated; not redeemable.
- **ACTIVE** — activated, with one or more Entries remaining and within its validity period; redeemable.
- **EXHAUSTED** — all Entries consumed; not redeemable. May return to **ACTIVE** if Entries are credited back through booking cancellation (§9).
- **EXPIRED** — validity period has ended. **Terminal.** Any unused Entries are forfeited and have no monetary value.
- **REVOKED** — terminated by the Operator (§11). **Terminal.** Any unused Entries are forfeited and have no monetary value.

6.2. The Operator’s records are conclusive evidence, between the Operator and the Customer, of the status, Entry balance and history of any Pass, save in the case of manifest error.

7. Validity period and expiry

7.1. The validity period of a Pass is set at issuance from the corresponding Pass Product. The current validity periods are stated in Schedule A. They run from the Pass's issuance date (calendar months) and not from the date of first use.

7.2. A Pass automatically transitions to **EXPIRED** at 03:05 (Europe/Budapest) on the day following the last day of its validity period.

7.3. **Unused Entries on an EXPIRED Pass are forfeited.** The Operator owes no refund, credit, replacement or extension in respect of forfeited Entries, save where the Operator agrees to do so in writing on a discretionary basis.

7.4. A Pass that reaches **EXHAUSTED** (zero Entries remaining) **does not** automatically expire on the validity end-date in the same way; it remains in **EXHAUSTED** status. However, an **EXHAUSTED** Pass that becomes **ACTIVE** again through a booking cancellation that credits Entries back (see §9) is once again subject to the original validity end-date and will become **EXPIRED** at that date.

7.5. There is no grace period for expiry.

8. Redemption

8.1. A Pass is redeemed by entering the Pass Code as the payment method when booking an LED Slot, in any of: the online shop checkout; the Reception console; or any other channel the Operator may make available.

8.2. **Eligibility checks at redemption.** A redemption attempt will be **refused** if any of the following is true:

- (a) the Pass Code is unknown or empty (**UNKNOWN_CODE**);
- (b) the Pass is in **ISSUED** status (not yet activated) (**NOT_ACTIVE**);
- (c) the Pass is in **EXPIRED** status (**EXPIRED**);
- (d) the Pass is in **REVOKED** status (**REVOKED**);
- (e) the Pass is in **EXHAUSTED** status (**EXHAUSTED**);
- (f) the Pass has fewer Entries remaining than the booking requires (**INSUFFICIENT_ENTRIES**);
- (g) the booking is not an LED Slot (e.g. it is a birthday room, package event, offer or other non-LED-Slot booking) (**WRONG_TIMESLOT_TYPE**);
- (h) the booking has more participants than the Pass Product's per-session participant cap (**TOO_MANY_PARTICIPANTS**).

8.3. **Entries debited.** A successful redemption debits **participants × hours** Entries from the Pass. Multi-room bookings ($R > 1$) do **not** consume additional Entries on top of **participants × hours**. A redemption either fully debits the required Entries or is refused; partial debits are not possible.

8.4. **Per-session participant cap.** Each Pass Product has a maximum number of participants per single LED Slot booking, set at issuance and stated in

Schedule A. A booking attempt that would exceed this cap is refused in the Webshop under §8.2(h). The Customer may either: (a) reduce the participant count to within the Pass’s cap; or (b) **pay for the surplus participants in person at Reception** in connection with the booked slot. The Operator does not currently provide an automated online mechanism for paying the surplus.

8.5. **Day/time restrictions.** Save where the published description of a specific Pass Product expressly states otherwise, Passes are redeemable on any day of the week and at any opening hour of the venue at which an LED Slot is bookable.

9. Booking cancellation and Entry credit-back

9.1. Where a booking paid (in whole) with a Pass is cancelled in accordance with the ÁSZF cancellation rules, the Entries debited from the Pass for that booking are credited back to the same Pass. The Operator does **not** pay out cash, store credit or any other instrument in respect of such cancellations.

9.2. **Cancellation / modification flexibility for Pass-paid bookings.** For LED Slot bookings paid with a Pass, the rules below — **departing from §8.2 of the ÁSZF** — apply to cancellations or modifications **within 72 hours** of the start time:

- (a) During the validity of the Pass, the **first three (3)** within-72-hour cancellations or modifications are accepted free of charge, and the Entries are credited back to the Pass under §9.1.
- (b) The **fourth and any further** within-72-hour cancellations or modifications are accepted only with the prior individual approval of Reception; without such approval, the Entries for the affected booking remain debited from the Pass.

Cancellations made more than 72 hours before the start time are always free and **do not count** towards the above quota. The Operator reserves the right to amend the per-Pass cancellation/modification quota unilaterally (quota count, scope of application) in the future.

9.3. Credit-back is recorded by the Operator and is reflected on the Pass’s Entry balance.

9.4. Where the credit-back restores a positive Entry balance to a Pass that was in EXHAUSTED status, the Pass returns to ACTIVE status, subject always to its original validity end-date (§7.4).

9.5. Where the credit-back occurs after the Pass’s validity end-date, the Pass remains EXPIRED and the credited-back Entries are forfeited at the same time as the Pass.

9.6. Reception may, at its discretion, perform manual Entry consumption on a Pass for off-system services or walk-in attendance. **Manual consumption**

Entries are not credit-backable because they are not tied to a cancellable reservation.

10. Transferability

10.1. A Pass is a **bearer entitlement**. The holder of the Pass Code at the moment of redemption is treated by the Operator as authorized to redeem it. The Operator does **not** verify the identity of the redeeming party against the Owner Email or owner name.

10.2. The Customer may share or transfer the Pass Code to any third party at the Customer's own risk. The Operator is **not liable** for any redemption made by a third party in possession of the Pass Code, including where the Pass Code was lost, copied, intercepted, screenshotted, forwarded, leaked, stolen or otherwise compromised.

10.3. The Customer must keep the Pass Code confidential. The Customer should not publish the Pass Code on social media, send it over insecure channels, or store it in shared locations.

10.4. The Operator does **not** offer "freezing" of a Pass; once the Pass Code is in circulation, the only protection against unauthorized redemption is revocation by the Operator (§11). Revocation forfeits all remaining Entries and is irreversible. The Operator is not obliged to revoke, and any decision to revoke is at the Operator's sole discretion.

11. Revocation by the Operator

11.1. The Operator may revoke a Pass at any time, in its reasonable discretion, on any of the following grounds:

- (a) suspected fraud, abuse or misuse of the Pass or Pass Code;
- (b) chargeback, payment reversal or unsuccessful payment in respect of the Pass;
- (c) breach by the Customer of the ÁSZF, House Rules or this Pass Policy;
- (d) at the Customer's reasoned written request (e.g. confirmed loss of control of the Pass Code), in which case revocation is irreversible and forfeits remaining Entries;
- (e) reversal of a complimentary or staff-issued Pass.

11.2. Revocation is **terminal**. A revoked Pass cannot be reactivated and remaining Entries are forfeited.

11.3. The Operator notifies the Owner Email of revocation, with the reason. Failure of the notification email to reach the Owner Email does not invalidate the revocation.

11.4. Revocation is **without** any obligation on the Operator to refund the price of the Pass. Where the Operator agrees, in its discretion, to a goodwill refund or partial refund following revocation, the amount, method and timing are determined by the Operator.

12. Extension by the Operator

12.1. Reception may, in its discretion, extend the validity end-date of a Pass before the Pass has expired or been revoked. Extension after expiry or revocation is **not** possible — once a Pass is **EXPIRED** or **REVOKED**, the status is terminal.

12.2. Extensions can only move the validity end-date forward, never backward, and never to a date in the past.

12.3. The Operator is not obliged to extend any Pass. Any decision to extend is at the Operator's sole discretion and may be subject to internal approval, recorded reason, and any extension limits the Operator chooses to apply from time to time.

12.4. The Operator may charge a fee for an extension, or condition it on a goodwill basis or on commercial considerations.

13. Lost Pass Codes

13.1. Where a Customer loses access to the Pass Code (e.g. lost email, deleted message), the Operator may, on identity verification of the Owner Email holder and at the Operator's reasonable discretion, **resend** the Pass Code or related notifications to the Owner Email or to a verified replacement email address. Resending the Pass Code does **not** generate a new Pass and does **not** reset the validity period or Entry balance.

13.2. Where the Customer believes the Pass Code has been compromised, the Customer should contact the Operator immediately. The remedy is revocation under §11 (with forfeiture of remaining Entries); the Operator does **not** offer code rotation that preserves Entry balance.

13.3. The Operator does **not** issue replacement Passes free of charge to compensate for forfeiture caused by Customer-side loss of the Pass Code, save in its sole discretion.

14. Refunds

14.1. **Passes are non-refundable.** Once issued and paid for, the price of a Pass is not refundable, in whole or in part, save:

- (a) where required by mandatory law (notably the consumer’s right of withdrawal in distance contracts, where applicable — see §14.2);
- (b) where the Operator agrees in writing, in its discretion, to a goodwill refund;
- (c) where the Operator is unable to deliver the contracted Pass (e.g. issuance failure, system error) and is unable to remedy.

14.2. **Right of withdrawal in distance contracts.** Where Hungarian consumer-protection law grants the Customer (as a consumer) a right of withdrawal in respect of a distance contract for the purchase of a Pass, the Customer may exercise that right within the statutory period (typically fourteen (14) days from receipt of the Pass Code), **provided that no Entries have been redeemed.** Once the Customer has redeemed any Entry, the Pass is treated as a service that has begun to be performed and the right of withdrawal is, to the extent permitted by law, lost. Withdrawal is exercised by written notice to the Operator at the contact details in §19. Where withdrawal is valid, the Operator refunds the full price paid for the Pass to the original payment instrument within fourteen (14) days of receipt of the withdrawal notice.

14.3. **Cancellation of bookings paid by Pass** is governed by §9 above and **does not** entitle the Customer to a money refund — only to credit-back of Entries to the Pass.

14.4. **Forfeitures.** No refund is owed in respect of:

- (a) Entries unused at expiry;
- (b) Entries on a revoked Pass;
- (c) Pass Codes lost or compromised by the Customer;
- (d) Bookings where the Customer was a no-show, save where the ÁSZF expressly says otherwise.

15. Notifications

15.1. The Operator sends Pass-related notifications to the Owner Email, including (without limitation):

- (a) order acknowledgement upon Pass purchase;
- (b) bank-transfer details, where the Customer has chosen bank transfer;
- (c) Pass Code delivery and invoice link upon activation;
- (d) low-balance notice, when remaining Entries fall to twenty percent (20%) or less of the original Pass size (one-shot, sent at most once per Pass);
- (e) exhaustion notice, when remaining Entries reach zero (may be re-sent if the Pass is later credited back to a positive balance and exhausted again);
- (f) revocation notice, with reason.

15.2. Pass-related notifications are transactional, not marketing, and are sent regardless of marketing-email consent.

15.3. The Operator may, but is not obliged to, send expiry-reminder notifications. The absence of an expiry reminder is **not** a basis for extension or refund.

16. Invoicing, VAT and accounting

16.1. The Operator issues an electronic invoice (Billingo) for each Pass purchase. The invoice is sent to the buyer email supplied at purchase, which may differ from the Owner Email (e.g. corporate purchase for a named recipient).

16.2. The invoice reflects the gross price (net + 27% VAT) and the Pass Product purchased. Subsequent redemptions of the Pass against bookings do **not** generate additional invoices (no further consideration is paid by the Customer at redemption).

16.3. Where a Pass is paid by bank transfer, the invoice is issued at order creation and the Pass activates upon reconciliation. Where bank transfer is not received within the period set out in §5.4, that section applies.

16.4. Invoice corrections, storno or re-issuance follow the Operator's general invoicing rules.

17. Limitations of liability

17.1. The Operator's aggregate liability to the Customer in respect of any Pass is **capped at the price actually paid by the Customer for that Pass**, save where mandatory law imposes a higher limit (notably for personal injury, death, fraud or wilful misconduct).

17.2. The Operator is **not liable** for:

- (a) redemption of a Pass Code by an unauthorized bearer (see §10);
- (b) non-delivery, delayed delivery or filtering of notification emails to the Owner Email;
- (c) inability to redeem a Pass during venue closures, capacity-limited periods, system outages or other temporary unavailability of LED Slots, beyond the obligation to make LED Slot capacity available across the validity period as a whole;
- (d) loss or forfeiture caused by the Customer's incorrect Owner Email, expired Pass, lost Pass Code, missed cancellation deadline or other Customer-side fault;
- (e) consequential, indirect or special losses.

17.3. Nothing in this Policy excludes or limits liability that cannot, by mandatory law, be excluded or limited.

18. Data protection

18.1. The Operator processes Pass-related personal data (Owner Email, owner name, Pass Code, purchase and redemption history) in accordance with its Privacy Policy.

18.2. Lawful basis: contract performance (Article 6(1)(b) GDPR) for issuance, delivery, redemption and notifications; legal obligation (Article 6(1)(c) GDPR) for invoicing and accounting retention; legitimate interests (Article 6(1)(f) GDPR) for fraud prevention, audit logging and revocation.

18.3. Retention: the Operator retains Pass data for the longer of (a) the statutory accounting retention period applicable to the underlying invoice and (b) the period necessary to evidence the Pass lifecycle for dispute resolution.

18.4. Customer rights (access, rectification, erasure, restriction, portability, objection) are exercised as set out in the Privacy Policy.

19. Changes to this Policy

19.1. The Operator may amend this Policy from time to time. The current version is published on the Operator's website. Material changes will be notified to the Owner Email of holders of active Passes at least thirty (30) days before they take effect, save where the change is required by law or is a non-material clarification.

19.2. Changes apply prospectively. Passes issued before a change continue to be governed by the version of this Policy in force at the time of their issuance, save that procedural and operational changes (e.g. redemption channel, notification mechanism) apply immediately.

20. Governing law and disputes

20.1. This Policy is governed by **Hungarian law**, including the Hungarian Civil Code (Polgári Törvénykönyv) and applicable consumer-protection legislation.

20.2. The Customer may submit consumer disputes to the conciliation board (Békéltető Testület) of the Customer's place of residence in Hungary, or to the European Online Dispute Resolution platform.

20.3. Subject to mandatory consumer-protection rules on jurisdiction, the courts of Hungary have exclusive jurisdiction over any dispute arising out of or in connection with this Policy.

21. Contact

Pixel Run Kft.

Registered seat: 1085 Budapest, Salétrom u. 7. IV/2

Company registration number: 01-09-421596

Tax number: 32390324-2-42

Registry court: Fővárosi Törvényszék Cégbírósága

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Phone: +36-30-831-5049

Web: pixelrun.hu

SCHEDULE A — Current Pass Products (as at the Effective date)

Code	Name (HU)	Entries	Net price (HUF)	Gross price (HUF, 27% VAT)	Validity	Max participants per booking	Segment
PASS_12	12 alkalmas bérlet	12	61,024	77,500	3 months	4	Retail
PASS_24	24 alkalmas bérlet	24	103,937	132,000	3 months	8	Retail
PASS_30	30 alkalmas bérlet	30	125,984	160,000	3 months	28	Retail
VPASS_56	Vállalati bérlet — 56 alkalom	56	224,861	285,573	4 months	56	Corporate
VPASS_100	Vállalati bérlet — 100 alkalom	100	428,346	543,999	4 months	100	Corporate

One Entry = one participant-hour. Validity runs in calendar months from issuance. Gross prices include 27% Hungarian VAT and are computed as $\text{round}(\text{net} \times 1.27)$ per §3.2. The Operator may update this Schedule from time to time; the version published on the Operator's website at any given time prevails.

SCHEDULE B — Refusal reasons at redemption

For transparency, redemption may be refused for the following reasons (system codes shown in parentheses, mapping to the messages displayed at checkout):

- Pass Code unknown or empty (UNKNOWN_CODE)
- Pass not yet active, awaiting payment (NOT_ACTIVE)
- Pass expired (EXPIRED)
- Pass revoked (REVOKED)
- Pass exhausted (EXHAUSTED)
- Insufficient Entries on the Pass for the requested booking (INSUFFICIENT_ENTRIES)
- Booking is not an LED Slot (e.g. birthday room, package, offer) (WRONG_TIMESLOT_TYPE)
- Booking has more participants than the Pass Product's per-booking participant cap (TOO_MANY_PARTICIPANTS)