

RULES OF THE INITIATIVE
“Hear the Light: Feel the City”
(New edition as of November 4, 2025)

Initiative – a charitable initiative “Hear the Light: Feel the City”, the purpose of which is to raise funds directed toward improving traffic lights (equipping them with audible signals) for road users with visual impairments, in order to increase their safety.

Fundraising goal – the total amount of UAH 500,000.00 (five hundred thousand hryvnias 00 kopecks), formed through Contributions and directed within the Initiative toward improving traffic light facilities for road users with visual impairments.

Public transport of Lviv – all public transport within the Lviv City Territorial Community (trolleybuses, trams, buses, and route taxis).

Contribution – an amount of UAH 3.00 (three hryvnias), equivalent to 15% of the ticket price, directed toward the Fundraising goal when a Participant purchases one Ticket for public transport using a tokenized Visa card (a payment device that electronically stores Visa card data) through a validator installed onboard during the Initiative Period.

Initiative period – the time frame from 00:00:01 on November 4, 2025, to 23:59:59 on November 30, 2025, or until the target amount is reached, whichever comes first.

Cards – tokenized Visa payment cards issued by banks in Ukraine.

Ticket – an electronic travel document that, after validation, grants the right to travel (and carry luggage) on public transport within the Lviv City Territorial Community.

Organizer – Lvivavtodor Municipal Enterprise, operator of ASOP (identification code 05523814, address: 7 Pasiky Halytski St., Lviv, 79035, Ukraine).

Partner – Visa International Service Association, located at 900 Metro Center Blvd, Foster City, CA 94404–2775, USA.

Organizer’s websites – online resources at <https://leocard.lviv.ua/pay-with-visa-promotions-lviv-transport> and/or <https://lvivavtodor.com.ua/pay-with-visa-promotions-lviv-transport>.

Partner’s website – <https://www.visa.com.ua/uk-UA/pay-with-visa/promotions/lviv-transport.html>.

Territory of the Initiative – Lviv City Territorial Community, Ukraine.

Participants – individuals holding Cards who are eligible to participate under these Rules.

1. Procedure for participation and limitations of the Initiative

1.1. To take part in the Initiative, a person wishing to become a Participant must, during the Initiative Period, perform the following actions:

1.1.1. hold a valid Card;

1.1.2. review these Rules on the Website <https://leocard.lviv.ua/pay-with-visa-promotions-lviv-transport> and/or <https://lvivavtodor.com.ua/pay-with-visa-promotions-lviv-transport> and/or <https://www.visa.com.ua/uk-UA/pay-with-visa/promotions/lviv-transport.html>;

1.1.3. purchase a Ticket for public transport using the Card via a validator installed onboard (if available).

1.2. The Contribution when purchasing a Ticket by tapping the Card on the validator installed onboard (if available) is applied an unlimited number of times during the Initiative Period.

1.3. A Cardholder who performs the actions specified in clause 1.1 (together with its subclauses) accepts these Rules and becomes a Participant of the Initiative; from the moment of acceptance, these Rules are binding for the Participant. Such acceptance is unconditional.

2. Obligations of the Parties

2.1. The Participant bears responsibility, in accordance with the laws of Ukraine, for the accuracy of the

provided data and the lawful use of the Card.

2.2. Taxes, fees, and other mandatory charges are paid by the person legally obliged to do so under the current legislation of Ukraine.

2.3. All statements, proposals, complaints, and claims regarding the purchase, use, or attempted purchase/use of a Ticket (“Complaint”) must be addressed by the Participant directly to the Organizer.

2.4. Without prejudice to any applicable law and not for the purpose of avoiding legal obligations, neither the Partner nor the Organizer shall be liable for any damage caused to property or individuals, or for any discrepancy between services and Participant expectations.

2.5. The Partner is not responsible for the subject, quality, quantity, or timing of the provision of public transport services and is not a party to any contract regarding such services.

3. Third-party services

Within the Initiative, the Participant may access third-party websites and/or mobile applications, including the Organizer’s websites, which may contain their own policies or provisions. The Partner bears no responsibility for such content. The Participant accesses these websites or applications at their own discretion and risk.

4. Other provisions

4.1. The Partner and/or Organizer may engage third parties to fulfill obligations under these Rules.

4.2. In the event of ambiguity, disputes, or issues not covered by these Rules, the Organizer reserves the right to make the final decision. Such a decision is final and not subject to appeal.

4.3. The Rules may be amended or supplemented during the Initiative Period. Amendments or additions take effect upon publication on the websites listed in clause 1.1.2 unless otherwise specified. Continued participation after publication constitutes acceptance of the updated Rules.

4.4. For inquiries, statements, proposals, complaints, or claims regarding the purchase, use, or attempted purchase/use of a Ticket (“Complaint”), the Participant or any third party may contact:

– email: lvivavtodor@lvivcity.gov.ua;

– phone: 0800 303 007 (calls accepted Mon–Thu 09:00–18:00 and Fri 09:00–16:45; calls are free).

4.5. This edition of the Rules enters into force on November 4, 2025.