

TERMS AND CONDITIONS FOR THE SAFARICOM YOUTUBE CHALLENGE

The following terms and conditions apply to the Safaricom YouTube Challenge Promotion ("**the promotion**") and by participating in the promotion, you will be deemed to have read, understood and accepted the same:

1. The Promotion

This Promotion seeks to enable eligible subscribers feel liberated by giving them an opportunity to win when they:

- a) Purchase a YouTube data bundle and WIN
- b) Upload a YouTube video and WIN

2. Eligibility

This Promotion is open to Safaricom Individual PrePay and PostPay subscribers.

3. Promotional Period

The Promotion will run for **sixty (60) days** from **0000hrs** on **22nd November 2022** to **2359hrs** on **21st January 2023** ("**Promotional Period**").

4. How to Participate

Eligible subscribers ("**Participating Subscribers**") will be required to either;

a. Buy and Win

- i. Purchase a YouTube bundle by dialling ***544#** or through the **MySafaricomApp**.
- ii. Participants will select "**WIN with YouTube Shorts**".
- iii. Proceed to select "**Buy A YouTube Bundle and WIN**".
- iv. Participants selecting the hourly pack, will be presented with message asking if they want to purchase 1GB for Kshs. 10/= valid for 1 hour.
- v. They will then receive a message confirming successful purchase of the data bundle.
- vi. Three lucky numbers will be presented to participants to select their lucky number.
- vii. Once they respond with the selected lucky number xx, they will get a response that they have either won data bundles or M-PESA or to try again later.
- viii. Every purchase of the YouTube bundles will give participants a chance of participating into the Promotion.
- ix. Prizes for participants purchasing the YouTube bundles will either be FREE data bundles or M-PESA.

b. Upload and Win

- i. Dial ***544#** to receive a link to Safaricom Webpage www.safaricom.co.ke/YTShortsChallenge which they will use to submit their entry to the challenge.
- ii. Participants must upload original created YouTube Shorts Video.
- iii. All entries must be tagged with the official hashtag of the campaign **#ShorterIsBetter**.

- iv. All video entries must comply to YouTube Community Guidelines and must be suitable for viewing by persons aged 13 years old.
- v. Participants will win based on the number of likes the video uploaded has received.
- vi. Winners will be announced weekly on Monday by 6 pm on Safaricom Social Media Pages starting 5th December.
- vii. Prizes for winning participants will be paid out via M-PESA.
- viii. To claim weekly cash prizes, you must present a valid Kenyan identity document or passport

5. Validity of the FREE data bundles received

The free data bundles received will be valid till midnight of the same day.

6. Privacy

(a) Definition

"Personal Information" means personal identifiable information as prescribed in the Data Protection Act which includes but is not limited to name, address, phone number, identification number, location data.

(b) Collection of information

We are required by law to collect certain personal information and are legally obligated to deny you the Promotion if such information is not available.

Apart from the legal obligation mentioned above, we also need to collect your Personal Information for quality service delivery. Please note that although this is voluntary, without such information we may not be able to provide a quality Promotion.

(c) Privacy

We are committed to respecting and protecting the privacy of the information we collect from you. Our privacy statement, as updated from time to time, explains how we treat your personal information, who we share your information with and measures taken protect your privacy when you use our services. This can be found on Safaricom Data Privacy Statement. If unable to access the link or our website, please reach us on any of our customer care channels to receive a copy.

(d) Minors

When registering a minor as a subscriber, a person with parental authority may open and maintain a mobile number in their name for and on behalf of the minor. For purposes of this agreement, a person with parental authority shall include the birth parents of a minor, legal guardian or other person who can demonstrate legitimate authority over the minor's affairs.

7. General Terms

- (a) Participants can win by purchasing a YouTube data bundle and uploading YouTube short video.
- (b) Participants purchasing a YouTube bundle will receive an award instantly depending on the lucky number selected and this can be done as many times based on the purchased done by the Participants.
- (c) Upload and WIN awards will be weekly based on the likes that the Participants will get after uploading.

8. Amendment of These Terms

Any update or amendment to these Terms and Conditions including privacy terms will be available on the Safaricom website - www.safaricom.co.ke and will take effect from the date of notification of the update or amendment.

9. Extension of Terms

- (a) Save as modified above, these Terms and Conditions are supplemental to and subject to the published Safaricom Prepay Terms and Conditions and other Services that you may be using.
 - (b) Safaricom reserves the right to amend or vary these terms and conditions or to withdraw the Promotion at any time. In any of these events, notice will be given via SMS to the eligible subscribers and will be effective immediately or as at the date referred in such notifications.
 - (c) These Terms and Conditions are available at www.safaricom.co.ke.
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