

251 IDEAS DAILY CHALLENGE SERVICE

Terms & Conditions

Organizing entity: 251 IDEAS. 603, Gologota Towers, Wereda 08, Bole sub city, Addis Ababa, Ethiopia

1. Duration & Participation

- 1.1. The ET Telecom Daily Challenge Service is an Interactive skills-based SMS & Mobisite content Service exclusively for ET Telecom subscribers. The Service is designed as a daily brain workout aimed to rewire one's brain and keep it sharp and young. This is courtesy of 251 IDEAS (henceforth called the "ORGANIZER"). The Service commences from Monday 19th September 2022, 10:00:00 AM Ethiopian Time [GMT +3]
- 1.2. The Service consists of an interactive Trivia and a Mobisite/portal games which incorporates leaderboard features and is charged at a daily fee and will run as an ongoing Service in 365-day continuous cycles (SERVICE PERIOD).
- 1.3. Upon successful renewal of each day's subscription, users are invited to complete the "challenge" of the day. By completing it, they earn points which are added to their overall points balance. Challenge of the Day can be any of the following Games:
 1. Single Question Brain Teaser
 2. Skill Challenges
 3. Quick Fire
 4. Streak
 5. Standard Quiz

1.4. Means of Participation

Participation: ET Telecom subscribers can join the Daily Challenge Service by sending OK to 6893 after which they are prompted to confirm subscription by ET Telecom; or by discovering the Service banners online, after which they subscribe and confirm their subscription via online landing pages. If a customer confirms willingness to join, they receive a three (3) day Free Trial with full access, after which they are charged from the fourth day onwards the **daily Subscription Fee of ETB 2 (Tax Inc).**

1.5 Free Trial

In order to achieve the best possible recruitment, users will be offered a free trial period of three days for the first time they subscribe to the service.

The actual free trial period is the period needed for 3 contents to be sent to a user, meaning that if on a specific day of the free trial, the content is not sent to the user; his/her calendar free period will be extended for an additional day.

Each user can have the free trial period only once, meaning that if a user unsubscribes from the service after the end of the trial period and then subscribes again to the same service he/she will not have an additional 3-day free trial period.

If a user unsubscribes from the service within the free trial period (for example on day 3), and then registered again to the same service he/she will receive the content that corresponds to the remaining days of his/her free trial.

2. Eligibility

- 2.1. The PROGRAMME is open to residents of Ethiopia that are subscribers of Ethio Telecom, (prepaid only), who are over 18 years old, excluding all employees, representatives and agents of the ORGANIZER, their respective parents and/or affiliated companies, and those with whom any of the foregoing are domiciled. The person that owns the SIM card or has express authorization from the SIM card's owner to use it is considered the PARTICIPANT, regardless of the actual user of the phone.

3. Service & Points

- 3.1. The PROGRAMME is comprised of a final period of play (Prize PERIOD), which is at the end of every 365-day period.

- 3.2. At the end of the Prize PERIOD, the Final Prize will be awarded to the winner based on the following mechanism:

MOST/HIGHEST POINTS DRAW: An electronic draw will be held for the Final Prize in which the participant with the Highest Points within the Draw Period will automatically be selected from all eligible entries. Each eligible PARTICIPANT will be allotted a number of entries equal to the number of points s/he has accumulated by the end of the PRIZE PERIOD and the participant who attains first the Most Points will be awarded the prize.

- 3.3. Users receive the following points and Online games:

Daily Challenge (Portal)

Action	Points Earned
Standard Quiz	0-5 correct (5), 6-8 correct (25), 8+ correct (50)
Brain Teasers:	Under 1 min (50), Under 2 mins (25), Over 2 mins (5)
Streak Quiz:	0-3 correct (5), 4-7 correct (25), 8+ correct (50)
Quick Fire:	0-6 correct (5), 7-11 correct (25), 12+ correct (50)

For the Final Prize PERIOD, a Prize is available, as defined in the table below:

Prize Type	Units	Frequency	Assignment
Daily Challenge: iPhone 13 Pro Max	1	Final Prize	Most Points Draw

3.4 Daily Challenge Subscribers are eligible to participate in the FINAL Prize with all points they have accumulated within the Prize PERIOD.

3.5 The Final Prize must be accepted as awarded and may not be transferred or exchanged. The Prize will be delivered within 30 days from the end of the PROGRAMME PERIOD, at a time and place that will be communicated within 10 days after the end of the PROGRAMME PERIOD.

3.6 Any expense not explicitly indicated as part of the Prize, including but not limited to insurance, travel expenses, accommodation, license fees or taxes, are the responsibility of the winner.

3.7 The ORGANIZER reserves the right to withhold the Prize until satisfied that the claim is valid.

3.8 The ORGANIZER reserves the right to terminate the PROGRAMME at any time without prior notice.

4. Cost & Subscription

4.1. Every successful charge while the user is in the PREMIUM PERIOD, is charged at ETB 2/DAY inclusive of all taxes, while Service is FREE in the FREE TRIAL period. However, customers are charged 0.20 ETB for every SMS sent to the service shortcode 6893. This is the peer to peer tariff charged by Ethio Telecom on all MOs sent to short codes.

4.2. In case a Subscriber is in the PREMIUM PERIOD and does not have sufficient credit to be charged at least once within the programme period, he/she will NOT be eligible to join the Prize draw

4.3. PARTICIPANTS in both the FREE and PREMIUM Periods can terminate their subscription by sending "STOP" to the PROGRAMME's short code 6893, and it is charged at 0.20 ETB for the MO.

5. Additional capabilities

5.1 All PARTICIPANTS can get more information about the PROGRAMME by sending "INFO" to the PROGRAMME's short code 6893 at the charge specified in 5.1.

5.2 All PARTICIPANTS can get to know their points in the Language lessons by sending "POINTS" to the PROGRAMME's short code 6893 at the charge specified in 5.1.

5.3 All PARTICIPANTS can retrieve their credentials for accessing the service mobi-site by sending "PASSWORD" to the PROGRAMME's short code 6893 at the charge specified in 5.1.

6. Winner selection, notification and Prize forfeiture

- 6.1. At the end of the 365-day period, a winner will be selected (as specified in section 3).
- 6.2. For the Final Prize, one winner and 10 runners-up will be selected via Most Points Draw.
- 6.3. The winner will be contacted by the ORGANIZER on the mobile phone number he/she has used to participate in the PROGRAMME. Three (3) Consecutive voice call attempts will be made by the ORGANIZER to contact the mobile number of the winner. If the winner cannot be contacted during this period, he/she is disqualified and forfeits the Prize and the ORGANIZER will attempt to contact the next runner up.
- 6.4. The winner is required to provide proof of eligibility and sign a Prize acceptance form (as requested by the ORGANIZER) before Prizes can be collected. If the winner fails to provide sufficient proof within fifteen (15) business days, he/she is disqualified and forfeits the Prize and the next runner up is contacted.
- 6.5. If the winner has any outstanding debts towards the ORGANIZER, these need to be settled within three (3) days of being contacted by the ORGANIZER. If outstanding debts are not settled within that period, the winner forfeits the Prize.
- 6.6. If the winner and all runners-up forfeit the Prize, the Prize is deemed unclaimed and remains at the disposal of the ORGANIZER.
- 6.7. By accepting a Prize, a winner consents to the use of his/her first name, initial of last name, city of residence, photograph and likeness in any advertising material produced by the ORGANIZER. Such use does not entitle the winner to any further compensation.
- 6.8. The Prize Winner may be required to be available for media interviews.

7. Abuse and disqualification

- 7.1 The ORGANIZER may refuse to award any prize if any irregularities or fraudulent activities are detected.

8. Organizer's responsibilities

8.1 The ORGANIZER's responsibility is strictly limited to giving the Loyalty Prize. The ORGANIZER cannot be held responsible for any delay or impossibility of sending, receiving and/or billing SMS messages because of a technical problem. All the SMS messages will be considered received by the ORGANIZER when they are registered in the PROGRAMME's IT system and not when they are sent by the PARTICIPANT. All the SMS messages will be considered received by the PARTICIPANT at the moment they were sent from the PROGRAMME's IT system. PARTICIPANTS recognize and accept that the journal of the informatics system of the PROGRAMME's IT System is the proof of the date, hour, minute and second of their receiving/sending each SMS message.

9. Personal Data Protection

9.1. By participating in the PROGRAMME, the PARTICIPANTS expressly agree that personal data which they supply shall be processed by the ORGANIZER for the purposes of executing the PROGRAMME and also for the purpose of publicizing the PROGRAMME and the ORGANIZER. It is hereby specified that the ORGANIZER guarantees that publicity, entailing the sharing with third parties of personal data supplied as a result of participation in the PROGRAMME, (including through television, the press, leaflets and other means and formats of communication) shall be made only with respect to the winner of the Prize and will only indicate the given names and surname of the winner, their location or place of residence, image and voice (contained in photographic records, audio, video and other types of records, made with the purposes of publicity connected to the PROGRAMME). The winning PARTICIPANT gives, through their participation in the PROGRAMME, express consent for the use of this data in formats herein defined. Following the termination of the PROGRAMME, the personal data will be destroyed.

9.2. In accordance with local laws and regulations, the ORGANIZER respects the privacy of PARTICIPANTS of this PROGRAMME, by which it is committed to the use of technology in a transparent form and in strict observance of the rights, freedom and guarantees of the citizens and by the reservation of the intimacy of their private and family life. The personal data collected within the scope of this PROGRAMME will be treated as private and confidential. It shall not be disclosed to other individuals or organizations, except in the event of legislation to the contrary or where such is authorized by the PARTICIPANTS themselves. The data will be stored on servers with access controlled on a need-to-know basis and limited by passwords.

10. Governing Law & Amendments

10.1. This PROGRAMME is organized under and governed by the laws and statutes of the Federal Democratic Republic of Ethiopia.

10.2. These Terms & Conditions are valid during the PROGRAMME PERIOD until amended or suspended by the ORGANIZER.