

Live Your Life

TELECEL GHANA MEGA PROMOTION

Terms & Conditions

Organizing entity: TELECEL GHANA (henceforth the Organizer)

1 Duration & Participation

1.1 TELECEL “MEGA PROMO” is an SMS-based Play for Free Trivia Game and Subscription Service. The Promotion is to be called the “Live Your Life Promotion” which will run from 1st April 2024 to 31st March 2025. Throughout the course of the Promotion, participants gather points by answering multiple-choice trivia questions that qualify subscribers for campaign rewards.

1.2 Types of Promotion and Participation Options

Participation shall be on any of the following:

- Free Standard Trivia Participation
- Premium Trivia Participation

The Standard and Premium Participations shall be jointly referred to as the “Trivia Game”.

Free Standard Trivia Participation

To become a Standard Participant in the Trivia Game you need to send an SMS to the shortcode 560 or dial the USSD Code *560#. This will come at no cost to the subscriber.

Premium Trivia Participation

To become a Premium Participant in the Trivia Game, you need to send an SMS to the short Code 570 or dial the USSD Code *570# at a daily cost of GHS 1.00 (including all taxes). By subscribing to this Trivia Game option, subscribers get the extra features and open up bigger prizes in comparison to being a STANDARD PARTICIPANT. **Specific Keywords- such as “VIP” and “OK”** sent to the shortcode 570 would generate a Welcome SMS and subscription SMS if successfully charged. Only upon receipt of the subscription SMS will one be deemed a Participant in the Promotion.

2 Eligibility

2.1 The Promotion is open to residents of Ghana that are subscribers of Telecel, (both pre-paid and post-paid), who are over 18 years old, excluding all employees, representatives, and agents of the Organizer, their respective parents, and/or affiliated companies, Contest suppliers, 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 (i.e. authority note and a valid national ID of the owner) to use it is considered the Participant.

3 **Promotion Features**

3.1 Every SMS contains the question, the number of points the Participant stands to win, and 2 answer variants in the format 1=AAAAA, 2=BBBBB. The Participant must select the correct response and send the corresponding number 1 or 2 or the options verbatim to get the maximum points.

3.2 For every response a Participant sends to a question, the PARTICIPANT shall receive in return one SMS, informing him of the correct answer, and also containing the next question.

3.3 Participants' SMS will be limited to 5 per day.

3.4 For every correct answer a Participant sends as a response to a question SMS the user will receive 20 points. For every incorrect or invalid answer, the user will receive 10 points. Points will be accumulated for Participants who answer questions on both 560 and 570.

3.5 In case Participant does not have sufficient credit to receive the Subscription SMS in the Premium Service on a specific day, he will NOT enjoy ANY of the benefits.

3.6 Participants can terminate their subscription by sending "STOP" to the Promotion's short code, free of charge.

3.7 Participant's subscription can also be cancelled by the Organizer in the event that a clear expression of non-interest in participating in the Promotion is communicated by the Participant via SMS communication (e.g. the Participant is sending an SMS message reporting "I do not want to participate").

4 **Additional capabilities**

4.1 Participants can get more information about the Promotion by sending "INFO" to the Promotion's shortcode.

4.2 Participants can get their last unanswered question for free by sending "LAST" to the PROMOTION's shortcode.

4.3 Participants can get to know their points in the Trivia Game for free by sending “POINTS” to the Promotion’s shortcode.

5 Game Periods & Prizes

5.1 The Promotion is comprised of weekly, monthly, and final periods of play (Prize Period), with each Prize Period being independent of all others. The Participant with the most points for a prize period subject to any eligibility criteria shall be rewarded with the applicable Prize Period reward.

5.2 For each Prize Period, below are the specific number of prizes available.

Prizes	Participants	Draw Dates/Time	Winners Per Period	Unit Value	Total Promo Winners	Total Value
Premium – Cash	Premium Trivia	Monthly	1	5000	6	30,000
Premium – Final	Subscribers Only	Final	1	20,000	1	20,000

Participant in the Premium Trivia shall be eligible to win one prize per Prize category.

5.3 Prizes must be accepted as awarded. Prizes will be delivered within 30 days from the end of the Promotion Period, at a time and place that will be communicated within 10 days after the end of the Promotion Period.

5.4 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.

6 Winner selection, notification, and prize forfeiture

6.1 Every winner will be contacted by the Organizer on the mobile phone number he has used to participate in the Promotion. Three (3) Consecutive voice call attempts will be made each day by the Organizer to contact the mobile number of the winner within 7 days. If the winner cannot be contacted during this period, he is disqualified and forfeits the prize and the Organizer will attempt to contact the next runner-up.

6.2 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 is disqualified and forfeits the prize and the next runner-up is contacted.

6.3 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.

6.4 By accepting a prize, a winner consents to the use of his first name, initial of last name, city of residence, photograph, and likeness in any promotional material produced by the Organizer. Such use does not entitle the winner to any further compensation.

6.5 Prize Winners are required to be available for media interviews.

6.6 Prizes are limited to a maximum of one (1) prize per prize category (as defined in section 3.4), per physical person, and per number.

6.7 Prize winners will be required to choose between one of the two following ways to collect the cash: winner can come in person to the Telecel office that will be indicated by Telecel and get cash money there, or money may be transferred to the winner's bank account or Mobile Money Wallet.

7 Abuse and disqualification

7.1 Participants are not allowed to use machines that send automatically SMS messages or automate/facilitate the answer process or any other alternative for sending SMS messages, other than the mobile phone (this prohibits the use of any GSM modems attached to a computer or mobile phones attached to a computer). The Organizer has the right to disqualify any Participant under the suspicion of breaking this condition.

7.2 The Organizer may refuse to award any prize to a Participant if any irregularities or fraudulent activities are detected.

8 Organizer's responsibilities

8.1 Organizer's responsibility is strictly limited to giving the Prizes. 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 Promotion'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 Promotion's IT system. Participants recognize and accept that the journal of the informatics system of the Promotion's IT System is the proof of the date and time of their receiving/sending each SMS message.

- **Disclaimer of Warranties**

- Telecel makes no warranty, implied or express, that any part of the Promotion will be uninterrupted and error-free.
- Neither Telecel nor any of its directors, employees, agents, or suppliers shall accept any responsibility for any damage, loss, injury, or disappointment suffered by any Participant for participating in the Promotion.
- Telecel shall not be responsible for any technical malfunction of any telephone or lines, computer online systems, servers, or providers, computer equipment, or traffic congestion on the Internet, telephone lines or at any website, or any combination thereof, including any injury or damage to Participant's or any other person's computer or mobile telephone related to or resulting from participation or downloading any materials on the Promotion.
- By entering the Promotion, Participant agrees that no claim relating to such losses or injuries (including special, indirect, and consequential losses) shall be asserted or made against Telecel, its parent companies, affiliates, directors, officers, employees or agents from any and all losses, damages, rights, claims, and actions of any kind resulting from the acceptance, including without limitation, personal injuries, death, and property damage.

10 Personal Data Protection

10.1 By participating in the Promotion, the Participants expressly agree that the personal data which they supply shall be processed by the Organizer for the purposes of executing the Promotion and also for the purpose of publicizing the Promotion 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 Promotion, (including through television, the press, leaflets, and other means and formats of communication) shall be made only with respect to the winners of the Prizes and will only indicate the given names and surnames of the winners, the location of their place of residence, their images and voices (contained in photographic records, audio, video and other types of records, made with the purposes of publicity connected to the Promotion). The winning Participants give, through their participation in the Promotion, express consent for the use of this data in formats herein defined. Following the termination of the Promotion, the personal data will be destroyed.

10.2 In accordance with local laws and regulations, the Organizer respects the privacy of Participants of this Promotion, 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 Promotion 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.

11 Governing Laws & Amendments

11.1 This Promotion is organized under and governed by the laws and statutes of Ghana.

11.2 These Terms & Conditions are valid during the Promotion Period until amended or suspended by the Organizer.