



Terms and Conditions

ETISALAT – Subscribe and Win

Organizing entity: ETISALAT Egypt

1 Duration & Participation

1.1 ETISALAT's Subscribe and Win (henceforth called CONTEST) is an SMS based Service, Under the supervision of the ministry of social affairs with license number 29 for year 2014 & organised with the purpose of promoting ETISALAT's brand and ETISALAT's Free on-net minutes in the off-peak duration of the day **[9:00 pm until 9:00 am]** while boosting subscriber recruitment. The CONTEST takes place from **11/3/2014 12:00:00 Local Time until 9/6/2014, 23:59:59 Local Time (CONTEST PERIOD)**.

1.2 The CONTEST is an informative and entertainment trivia service that Etisalat's customers can subscribe to. In order to become a PARTICIPANT in the CONTEST the customer has to subscribe by sending a first SMS (REGISTRATION SMS) to the **short code 8585**. Once registered, the customer will be deemed as a SUBSCRIBER until the moment he cancels his subscription.

1.3 Subscribers are billed on a daily basis the cost of the subscription (DAILY SERVICE COST) which is EGP 3 per day, subject to sales tax according to customer rate plan. This cost is charged to the Subscribers every day while their subscription is active via an automatic billing process.

1.4 Subscribers of the service who are successfully charged the DAILY SERVICE COST have the right to answer during the day (**until 23:59:59**) up to 10 general knowledge questions, accumulating points and participating in the promotional draws described later.

1.5 ETISALAT reserves the right to cancel or amend the CONTEST and these Terms and Conditions at any time. Any changes will be posted online at www.ETISALAT.com.eg

2 Eligibility

2.1 The CONTEST is open to residents of national territory of Egypt that are customers of ETISALAT, (both pre-paid and post-paid), excluding all-representatives, agents and agencies of Etisalat, their first degree relatives and/or affiliated companies, Promotion 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 to use it is considered the PARTICIPANT, regardless of the actual user of the phone.

3 Product purchase



3.1 With every successful charge per day the Participant wins automatically 10 minutes on-net (from Etisalat to Etisalat) valid from 9pm to 9am.

4 Contest Period(s) & Prizes

4.1 The CONTEST is comprised of Daily Periods and Weekly Periods of play (each referred to as a PRIZE PERIOD), with each PRIZE PERIOD being independent of all others.

4.2 To be eligible to participate in any PRIZE PERIOD, the PARTICIPANT must have been successfully billed the DAILY SERVICE COST at least once during the corresponding PRIZE PERIOD.

4.3 For each PRIZE PERIOD specific prizes are available, as defined in the table below:

1. PRIZE CATEGORY	2. INDIVIDUAL PRIZE	3. NUMBER OF PRIZES	4. AWARD FREQUENCY	5. DATES OF THE PRIZE PERIODS	6. AWARD MECHANISM
DAILY	EGP 10,000	91	1 PRIZE EVERY DAY	11/3/2014 (12:00:00) – 9/6/2014 (23:59:59) and daily from (00:00:00) until (23:59:59)	DRAW
WEEKLY	EGP 200,000	13	1 PRIZE EVERY WEEK	Week 1 - from 11/3/2014 (12:00:00) until 17/3/2014 (23:59:59) Week 2 - from 18/3/2014 (00:00:00) until 24/3/2014 (23:59:59) Week 3 - from 25/3/2014 (00:00:00) until 31/3/2014 (23:59:59) Week 4 - from 1/4/2014 (00:00:00) until 7/4/2014 (23:59:59) Week 5 - from 8/4/2014 (00:00:00) until 14/4/2014 (23:59:59) Week 6 - from 15/4/2014 (00:00:00) until 21/4/2014 (23:59:59) Week 7 - from 22/4/2014 (00:00:00) until 28/4/2014	DRAW

				(23:59:59) Week 8 - from 29/4/2014 (00:00:00) until 5/5/2014 (23:59:59) Week 9 - from 6/5/2014 (00:00:00) until 12/5/2014 (23:59:59) Week 10 - from 13/5/2014 (00:00:00) until 19/5/2014 (23:59:59) Week 11 - from 20/5/2014 (00:00:00) until 26/5/2014 (23:59:59) Week 12 - from 27/5/2014 (00:00:00) until 2/6/2014 (23:59:59) Week 13 - from 3/6/2014 (00:00:00) until 9/6/2014 (23:59:59)	
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4.4 For each PRIZE PERIOD, the corresponding prizes will be awarded to the winners based on the following mechanism:

DAILY PRIZE: The Daily Prize winner is determined every day during the Contest Period via a draw, in which the winner will be randomly selected from the record of all eligible entries. The record consists of entry sets corresponding to the total Participations, earned by each eligible PARTICIPANT. Each eligible PARTICIPANT will be allotted a number of entries equal to the number of Participations he has accumulated by the end of the PRIZE PERIOD. Each draw will determine 1 winner who will win EGP 10,000 in cash (based on eligibility, as per Section 6) and 10 runners-up as specified on Section 6.

WEEKLY PRIZE: The Weekly Prize winner is determined every week during the Contest Period via a draw, in which the winner will be randomly selected from the record of all eligible entries. The record consists of entry sets corresponding to the total Participations, earned by each eligible PARTICIPANT. Each eligible PARTICIPANT will be allotted a number of entries equal to the number of Participations he has accumulated by the end of the PRIZE PERIOD. Each draw will determine 1 winner who will win EGP 200,000 in cash (based on eligibility, as per Section 6) and 10 runners-up as specified on Section 6.

4.5 Participations earned are carried throughout the CONTEST. For example if a Participant had earned fifty (50) Participations on day one, and continued to play on day two, he would begin day two with fifty (50) Participations, and any further participation earned on day two would be added to this.

4.6 Prizes must be accepted as awarded, cannot be exchanged for other prizes and may not be transferred or exchanged. Prizes will be delivered within 30 days after a winner is declared.

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

5 Participations

5.1 The first PARTICIPATION SMS sent by the customer to 8585, with any or no content [empty or including any text], allows the customer to enter the Contest and is called the REGISTRATION SMS. In response to the REGISTRATION SMS the PARTICIPANT will receive two welcome SMS and, if the DAILY SERVICE COST is successfully billed, also an SMS confirming the charge and another SMS with the first question.

5.2 If the billing attempt is not processed successfully (for example – prepaid users with no available credit), the subscribers will be attempted again once they refill their credit, unless they cancel their subscription.

5.3 Each time that subscribers are charged successfully the DAILY SERVICE COST they receive 100 points.

5.4 Every SMS with a question contains the question 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 words contained by the chosen answer verbatim or the words “واحد” or “اثنين” corresponding to the chosen answer.

5.5 For every response a PARTICIPANT sends to a question SMS, the PARTICIPANT will receive two SMS in return: the first one informing him if he has answered correctly or not and a second one containing the next question.

5.6 For every correct answer a PARTICIPANT sends as a response to a question SMS, the PARTICIPANT will receive 20 Participations. For every incorrect answer the PARTICIPANT will receive 10 Participations. For invalid answers the PARTICIPANT will not receive any Participation.

5.7 Once the maximum number of questions for the day is reached, the PARTICIPANT cannot answer any more questions, and must wait until the day after to continue responding.

6 Cost & Participation

6.1 Every day following the first registration day, if the billing attempt of the day (which is 3 EGP per day , subject to sales tax according to the customer rate plan) is successful the participant

will receive 2 consecutive MT-SMS. The first message will be sent from shortcode 8888 and will notify the subscriber about the billing attempt being successful, so that the participant can start using the trivia questions that day. The second message will be also sent from shortcode 8888 and will contain the first question.

6.2 PARTICIPANTS that wish to receive assistance can do so by sending specific keywords to the short code 8888 at no cost. The keywords are "QUESTION" or "LAST" for the last unanswered question, "CHANCES" or "POINTS" for their total amount of Participations accumulated and "HELP" or "INFO" for a list of all available commands.

6.3 PARTICIPANTS will be able to unsubscribe from the Service by sending STOP|CANCEL|0| to 8585 to the Short code 8585 at no cost. By doing so, customers will stop being charged and will stop receiving messages related with the CONTEST.

6.4 The Participants will not be charged for any SMS that they sent to the short codes 8585 and 8888.

7 Winner selection, Eligibility criteria, notification and prize forfeiture

7.1 Draws will be conducted every Tuesday each week and will comprise the prizes of the preceding 7 days. In special circumstances, draws may be performed every Wednesday each week. The winners will be selected (as specified in section 4) based on the records of eligible entries (daily records for the daily prizes and weekly records for the weekly prizes).

7.2 The draws are electronic, based on a random algorithm and with no human intervention. The draw will be performed under ETISALAT responsibility and supervised by the Ministry of Social Affairs.

7.3 Every winner will be called by Etisalat on the mobile phone number he/she used to participate in the CONTEST. Etisalat will attempt to contact the winner at least 3 times a day, between the hours of 10am and 4pm. If the winner cannot be contacted during this period, he is disqualified and forfeits the prize and Etisalat will attempt to contact the next runner up.

7.4 Confirmation of winning will be done by Etisalat only via a telephone call to the mobile phone number the Winner has used to participate in the CONTEST. No other means of communication for winners' confirmation should be considered valid.

7.5 Prizes will be delivered within 30 days after the PARTICIPANT has accepted the prize.

7.6 The winner is required to provide proof of eligibility and sign a prize acceptance form (as requested by Etisalat) before prizes can be collected. If the winner fails to provide sufficient proof he is disqualified and forfeits the prize and the next runner up is contacted.

7.7 If the winner has any outstanding debts towards Etisalat, these need to be settled within five (5) days of being contacted by Etisalat. If outstanding debts are not settled within that period, the winner forfeits the prize.

7.8 If a winner fails to redeem his/her prize within 30 days from the date of contact, the first runner up will be selected to claim the prize.

7.9 If the winner and all runner-ups forfeit the prize, the prize is deemed unclaimed and remains at the disposal of Etisalat.

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

7.11 Any winner may be disqualified for the following reasons:

- a. in the event that, for any reason, communication with the winner is rendered impossible within the fixed deadlines determined in these Terms and Conditions;
- b. in the event that, for any reason, the winner does not sign either the relevant prize acceptance declaration or refuses to allow the use of his/her personal data or take a photograph according to this Regulation.;
- c. in the event that the holder of the subscription has outstanding debts towards Etisalat that are not paid within 5 working days after notification;
- d. In any other cases herein stipulated.

7.12 Contestants that won the daily prize (10,000 EGP) are eligible to win again the weekly Prize (200,000 EGP) however contestants that won the weekly prize (200,000 EGP) are not eligible to win any other prize.

8 Abuse and disqualification

8.1 PARTICIPANTS are not allowed to use machines that send automatically SMS messages or automate/facilitate the answer process or any other alternative of 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). Etisalat has the right to disqualify any PARTICIPANT under the suspicion of breaking this obligation.

9 Personal Data Protection

9.1 By participating in the CONTEST, the PARTICIPANTS expressly agree that personal data which they supply shall be processed by Etisalat for the purposes of executing the CONTEST and also for the purpose of publicising the CONTEST and Etisalat. It is hereby specified that Etisalat guarantees that publicity, entailing the sharing with third parties of personal data supplied as a result of participation in the CONTEST, (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 initial of 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 CONTEST). The winning PARTICIPANTS give, through their participation in the CONTEST, express consent for the use of this data in formats herein defined. Following the termination of the CONTEST, the personal data will be destroyed.

9.2 In accordance with local laws and regulations, Etisalat respects the privacy of Participants of this CONTEST, 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 CONTEST will be treated as private and confidential. It shall not be disclosed to other individuals or organisations, 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.