

WIN BIG WITH CELL C ("COMPETITION") TERMS AND CONDITIONS (TERMS) KFM

Please read the Terms & Conditions carefully and pay special attention to the clauses that are in bold, as they may limit our liability (responsibility) or involve some risk to you.

1. DURATION

The Competition starts at 06h00 on Friday, 03 June 2022 and ends at 14h00 on Saturday, 18 June 2022 (**Competition Period**).

2. REQUIREMENTS

2.1 To qualify as an entrant into this Competition you must meet all the following requirements:

2.1.1 be 18 (eighteen) years of age or older.

2.1.2 be a South African citizen who holds a valid South African identity document and number; which is required for compliance purposes and to validate your winning eligibility, and

2.1.3 permanently reside in the Republic of South Africa.

3. HOW TO ENTER

3.1 Listen to the radio broadcast on KFM radio station each day on all four-time channel bands for the duration of the campaign (clause 1 campaign duration) and use the WhatsApp number reflected to enter, as more fully described below in this clause 3.1.1:

3.1.1 KFM – 087 240 6724

3.2 **To enter the competition, entrants must listen to the competition across all four-time channels from 6am – 6pm. The presenter will call a listener who entered the competition, start a cash countdown**

timer which will stop when the listener answers their phone with “Win Big with Cell C “. The faster the participant answers the more money they stand to win. Once the listener correctly answers the phone, the presenter will award the listener with the prize money the cash countdown landed on. The listener stands a chance to win possible bonus prize money which will be determined by firstly whether the participant is a current Cell C subscriber/post-paid contract holder and secondly by the questions they had completed as outlined in their WhatsApp journey entry.

- 3.2.1 Should the participant not answer in time and with the phrase that pays; “Win Big with Cell C” the on air personalities will call other participant for their chance to win.

- 3.3 To win more and win big, join Cell C & KFM on an exciting outside broadcast with your favorite DJ’s and exciting deals from Cell C at a designated mall within KFM’s broadcast footprint. The outside broadcasts will take place during two Saturdays over the campaign period: (Saturday 11 June and 18 June) during KFM Top40 with Carl Wastie, 10:00 to 14:00. A massive Cell C phone installation will form part of the outside broadcasts, giving activation attendees the chance to answer a video call with the phrase that pays, that could change their world. Three lucky attendees per Saturday, will receive a video chat from one of the radio station personalities and stand a chance to win their share of R90 000 and other awesome prizes during the outside broadcast’s times. Also, there will be a Cell C Zone, with the ZTE Red Magic 6S Pro gaming area, and a retail space to shop exclusive deals.

- 3.4 Once you meet the requirements set out in clauses section 2 and 3. above and 3.5 below, you will automatically be entered into the Competition.
- 3.5 If you have won any Competitions on KFM and or across PRIMEDIA Broadcast radio and online platforms (within the last 90 (ninety) calendar days), you may not participate in this competition.
- 3.6 If you are called by KFM as a listener who entered the competition, the start a cash countdown timer which will stop when the listener answers their phone with “Win Big with Cell C” will be prompted.
- 3.7 Should the call not be completed due to technical difficulty or the receiver rejecting the call, another number will be selected.
- 3.8 The judges' decision is final, and no correspondence will be entered into.
- 3.9 No person may enter the same or any other competition hosted partly or in whole by KFM or PRIMEDIA within ninety (90) days of winning the same or any other competition hosted partly or in whole by (KFM and PRIMEDIA).
- 3.10 Should the winner be disconnected while on air, the presenter will attempt three times to get the winner back on air.

4. PRIZES

- 4.1 Winner/s can win their share of R500 000 (five hundred thousand) by participating in the ‘phrase that pays’ radio competition.
- 4.2 Additional cash can be won if the participant answers the questions on the WhatsApp bot.

- 4.2.1 To answer the questions to stand a chance to win an additional R6000 (six thousand rand) participants will need to opt in to receive more information from one of Cell C's friendly sales agents. This includes consent to share any/all personal information you provide us with for direct marketing of goods and services by Cell C via electronic communication in terms of the Protection of Personal Information Act, 2013.
- 4.2.2 R5000 (five thousand rand) if they have answered 'Yes' to being a Cell C contract customer. **The contract must be a retail contract – Top-Up/Hybrid or Postpaid customer.**
- 4.2.3 PLUS An additional R1000 (one thousand rand) if they have answered one or more of the additional questions.
- 4.3 Winners will be contacted by station, during each day of the competition period. Once the listener correctly answers the phone, the presenter will award the listener the prize money and any extra cash as outlined in clause 4.2.
- 4.4 The (winner/s) will be notified by a representative of MediaHeads 360 via telephone within 20 (twenty) business days after being selected as a finalist/ (winner) to confirm delivery of their cash prize.

5. GENERAL

- 5.1 MediaHeads 360 are the promoter of the Competition. Any reference to **we/us/our** includes our directors, members, partners, sponsors, agents, or consultants, where the context allows for it.
- 5.2 You cannot participate in this Competition if:
- 5.2.1 you are a director, member, partner, employee, agent or consultant of ours;

- 5.2.2 you are an immediate family member of any of the persons specified in clause 5.2.1; or
- 5.2.3 you are the sponsor of the Competition;
- 5.2.4 you are an employee of Blue Label Telecoms or any of their subsidiaries.
- 5.2.5 you are an employee of Cell C.

5.3 These Terms are governed by the Consumer Protection Act 68 of 2008.

5.4 These Terms apply to the Competition and all information relating to the Competition (including any promotional or advertising material that is published).

5.5 By entering this Competition, all entrants agree to be bound by these Terms.

5.6 ***We reserve the right to amend these Terms.***

All Prize winners, in addition to complying with these Terms and any other terms and conditions which may be prescribed by Cell C from time to time, must comply with the terms and conditions of the organisers, suppliers and third parties involved in the Competition (if applicable).

5.7 ***We must process your personal information to validate your entry and if you are a Prize winner to make the Prize available to you. By entering this Competition, you consent to us processing your personal information for this purpose. If you do not consent to us processing your personal information, please do not enter this competition.***

5.8 ***We may declare the Prize forfeited (lost) and we may choose a new Prize winner, if:***

- 5.8.1 ***a Prize winner's entry is not valid;***
- 5.8.2 ***a Prize winner has breached these Terms;***
- 5.8.3 ***a Prize winner cannot be contacted or does not accept the Prize within 7 days from the date that the Prize winner was contacted about the Prize;***
- 5.8.4 ***a Prize winner gives up the Prize or we determine that the Prize winner has given up the Prize;***
- 5.9 If there is a dispute in respect of these Terms or the Competition, our decision is final, and binding and no correspondence will be entered into.
- 5.10 If the Prize winner agrees to it, we may publish their name and/or photo in any internal or external advertising or promotional material for 12 months from the date on which the Prize winner accepts the Prize. We will determine the nature and distribution of these materials. If a Prize winner does not consent to the publication of their name and/or photo, the Prize winner will still receive the Prize.
- 5.11 The Prize may not be exchanged for any other item. We do however reserve the right to substitute the Prize with any other prize of a similar commercial value.
- 5.12 ***We are not responsible if your entry is not successfully submitted or a Prize winner does not successfully receive or take up a Prize for any reason, including because of a technological failure.***
- 5.13 ***We are not responsible for any loss or damage which you or any third party may suffer as a result of you participating in the Competition or accepting a Prize.***

5.14 ***If required by the Minister for Trade and Industry, the National Consumer Commission or for any other reason, we can end the Competition immediately with or without notice to you. If this happens, you waive (give up) any rights which you may have against us and you will have no claim against us.***