

VODAFONE GHANA DAILY CHALLENGE SERVICE

Terms & Conditions

Organizing entity: VODAFONE GHANA (henceforth the ORGANIZER)

1 Duration & Participation

1.1 The Vodafone Daily Challenge Service is an Interactive skilled based SMS & Mobisite content Service exclusively for Vodafone subscribers. The Service is designed as a daily brain workout aimed to rewire one's brain and keep it sharp and young.

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, giving the participants with the highest points the possibility of getting rewards.

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

Based on whether the subscriber's score in each challenge is Low, Medium or High, he will get:

1. Low: 5 points
2. Medium: 25 points
3. High: 50 points

The users will be clearly told before starting any Challenge what Score they need to achieve in order to get low, medium or high amount of reward points.

1.4 Means of Participation

Participation: Vodafone subscribers can join the Daily Challenge Service by either dialing the USSD code *2124*1# or by sending a dedicated Keyword e.g OK to the Service short code 2124. Customers may also be prompted to join through other recruitment channels such as Balance Check, SAT PUSH or Web campaigns. If a customer confirms willingness to join by sending an SMS MO or dialing a USSD code for the service, access is only granted upon a successful charge of the **daily Subscription Fee of GHC 0.60 (incl. VAT).**

At the discretion of the Organizer, a micro tariff Fee of GHC 0.32 (incl VAT) will be applied

towards the end of each day for users whose charging fails due to insufficient airtime. Such users will be awarded half the points awarded upon successful charge.

Participation in the Service

To participate in the Daily Challenge Service, a customer needs to either dial the USSD code and follow the instructions or send a subscription SMS to the short code 2124. Specific **Keywords-such as "OK"** sent to the short codes would generate a Welcome SMS and content of the day (if the user is successfully charged). Only upon receipt of the welcome SMS will a customer be deemed a Participant in the SERVICE according to these Terms & Conditions. No charges will apply until the aforementioned subscription process is complete.

For the rest of the SERVICE PERIOD, a Subscriber will be served Questions daily through respective short codes and can also access the Portal via the url provided in the daily MT message to play the online games.

1.5 The ORGANIZER, at its sole discretion, may limit the maximum number of SMS that every PARTICIPANT can play in the Trivia.

1.6 Participation in this SERVICE are subject to these rules, which will be interpreted by the ORGANIZER at its discretion, whose decision regarding any dispute will be final and binding. The ORGANIZER reserves the right to amend these rules at any time during the SERVICE PERIOD. The ORGANIZER will not be required to provide any reasons for such alteration and no customer will have any claim whatsoever against the ORGANIZER, Associated companies and their Advertising and SERVICE Agencies. All information, rules or conditions relating to this SERVICE, published in or any Promotional or advertising material in any media at any time before or during the SERVICE period, will form part of the terms and conditions of this SERVICE.

1.7 The ORGANIZER shall be entitled, in their entire discretion, to reject any entry for any reason whatsoever and will not be obliged to correspond with any person about the SERVICE.

2 Eligibility

2.1 The SERVICE is open to residents of GHANA that are prepaid subscribers of VODAFONE, 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 to use it is considered the PARTICIPANT, regardless of the actual user of the phone.

3 Game & Points

PARTICIPANTS

3.1 The subscription SMS sent to the service shortcode by the user, qualifies the user to receive the REGISTRATION SMS. In response to the REGISTRATION SMS the user will receive three (3) SMS: 1) a Welcome SMS with reference to the T&C, and for successfully charged users 2) an MT SMS with the url to access online Portal and 3) 1st question of the day.

3.2 Every SMS with a question contains the question and answer variants in the format 1=AAAAA, 2=BBBBB. The user must select the correct response and send the corresponding number 1 or 2 or the options verbatim. This applies only to the SMS questions.

3.3 Users receive the following points for SMS and Online games:

Daily Challenge (SMS Leg)

Action	Points Earned
1st Subscription	100 Points
Correct Answer	10 Points
Wrong Answers	01 Point
Max SMS points (2nd day onwards)	150 Points (100 points for full charge + 50 points for 5 correct answers)
Points Upon charge	100 Points upon every successful charge for full tariff 50 Points upon every successful charge for half/Micro charge

Daily Challenge (Portal)

Action	Points Earned
Standard Quiz	0-5 correct (5), 6-8 correct (25), 8+ correct (50)
Brain Teasers:	Under 1min (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)
Standard Quiz	0-5 correct (5), 6-8 correct (25), 8+ correct (50)
Count The Cars	0-2 rounds correct (5), 3-4 rounds correct (25), 5+ round correct (50)
Fall Down:	<7 obstacles passed (5), 7 - 14 obstacles passed (25), 15+ obstacles passed (50)
Sequence:	<3 obstacles passed (5), 4 - 8 obstacles passed (25), 8+ obstacles passed (50)
Sudoku:	Under 1min (50), Under 2 mins (25), Over 2 mins (5)
Swipe:	<10 obstacles passed (5), 11 - 20 obstacles passed (25), 21+ obstacles passed (50)

4 Cost & Subscription

4.1 Every SUBSCRIPTION SMS successfully received from the shortcode 2124 is charged either at 0.60 GHC or 0.32 GHC inclusive of all taxes.

4.2 In case a PARTICIPANT does not have sufficient credit to receive the SUBSCRIPTION SMS for a specific day, s/he will NOT enjoy ANY of the Service benefits for that day.

4.3 PARTICIPANTS can terminate their subscription by sending "CANCEL" to the respective service shortcode, free of charge or by dialing *2124*0# to cancel their subscription.

4.4 Participants subscription can also be canceled at the sole discretion of the Organizer in the event a clear expression of non-interest in participating to the Service is demonstrated by the Participant via SMS communication (e.g. the Participant is sending an MO message reporting "I do not want to participate").

5 Additional capabilities

5.1 PARTICIPANTS can get more information about the Service by sending "INFO" or "HELP" to the service shortcode 2124.

5.2 PARTICIPANTS can get their last unanswered question in the service for free by sending "LAST" to 2124.

5.3 PARTICIPANTS can get to know their points for free by sending "POINTS" to the service shortcode 2124.

5.4 PARTICIPANTS can retrieve their credentials for free for accessing the Mobisite by sending "PASSWORD" to the respective service shortcode.

6 Abuse and disqualification

6.1 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). The ORGANIZER has the right to disqualify any PARTICIPANT under the suspicion of breaking this obligation.

7 Organizer's responsibilities

7.1 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 SERVICE'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 SERVICE's IT system. PARTICIPANTS recognize and accept that the journal of the informatics system of the SERVICE's IT System is the proof of the date, hour, minute and second of their receiving/sending each SMS message.

8 Personal Data Protection

8.1 By participating in the SERVICE, the PARTICIPANTS expressly agree that personal data which they supply shall be processed by the ORGANIZER for the purposes of executing the SERVICE and also for the purpose of publicizing the SERVICE and the ORGANIZER. Following the termination of the SERVICE, the personal data will be destroyed.

8.2

8.3 In accordance with local laws and regulations, the ORGANIZER respects the privacy of PARTICIPANTS of this SERVICE, 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 SERVICE 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.

8.4

9 Governing Law & Amendments

9.1 This SERVICE is organized under and governed by the laws and statutes of GHANA.

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