



### **First Ascent Memories Terms & Conditions:**

1. Please read these Terms and Conditions carefully. The Terms and Conditions set out below apply to all participants submitting content to the First Ascent Memories campaign, conducted by First Ascent.
2. This is a legitimate prize (promotional competition) as defined in the Consumer Protection Act 68 of 2008 and elsewhere, and is not connected to any government or official lottery.
3. The Promoter may refuse to award the prizes to participants if there is suspicion of any irregularities or fraudulent activities.
4. Participation by all participants in the First Ascent Memories Campaign through First Ascent Facebook (@FIRST.ASCENT.Since1989), Instagram (@firstascentsa, @firstascencycling), First Ascent newsletters and First Ascent digital advertising constitutes acceptance of these rules. By entering this competition, you are agreeing to sign up to the First Ascent marketing database and will receive marketing material from First Ascent. You can unsubscribe at any time.
5. The First Ascent Memories campaign will run from April 2021 to October 2021. One winner will be announced on the final Friday of each month (30<sup>th</sup> April, 28<sup>th</sup> May, 25<sup>th</sup> June, 30<sup>th</sup> July, 27<sup>th</sup> August, 24<sup>th</sup> September, 29<sup>th</sup> October) . The winner will be contacted via email and announced over Facebook and Instagram.
6. One winner will be selected from the database of entries.
7. Winner agrees to grant First Ascent full permission to use their image/s and other content submitted in all marketing communications
8. The judges' decision is final and no correspondence will be entered into consideration.
9. Prizes are not transferrable and cannot be exchanged for cash.
10. The prize will include First Ascent apparel and gear relevant to the Memory submission to the value of R5000 (RSP- Retail Selling Price).
11. Participants may only enter one "memory" per month.
12. Entrants must complete all required information on the entry page in order to enter.
13. Incomplete submission of details will render the entry null and void.
14. The competition is open to all persons of 18 years or older who currently reside in South Africa.

15. Proof of South African citizenship and age may need to be presented by way of either a valid South African identity document or valid driver's license. Winners may be requested to provide this proof electronically via email.

16. By entering, all participants grant First Ascent full permission to use any submission images in our marketing communication

17. First Ascent branding needs to be clearly visible in at least 1 of the 3 image submissions to count towards a legitimate entry.

18. The winner will be required to send First Ascent marketing team a direct message on Facebook, Instagram or via email confirming their identity, contact details, name, surname, and address.

19. Should the prize winner not be contactable within 1 week (7 days) of first contact, the prize will be transferred to the next randomly selected winner.

20. Applicable vouchers / gift cards will be delivered electronically to the winners.

21. All Participants and Winners indemnify the Promoter, its associated companies (directors, officers and employees) and agents, against any / all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising from their participation in any way in this competition.

22. By entering this competition, participants authorise the Promoter to collect, store and use (not share) personal information of participants for communication or statistical purposes. Participants are entitled to decline or unsubscribe from any marketing communication from First Ascent.

23. Participants of this promotion are providing information to First Ascent.

24. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram.

25. All entrants in this promotional competition release Facebook from all liabilities and claims arising out of or in connection with this Competition and the Rules thereto.

26. Neither Promoter nor its agents or distributors will have any liability in relation to this promotion.

27. These terms and conditions may be amended by notification at any time during the Campaign, and will be interpreted by Promoter only.