

## CASTLE LITE SAVE YOUR SUMMER DIGITAL COMPETITION RULES

26 NOVEMBER 2021 – 31 DECEMBER 2021

### 1. Introduction

- 1.1. This promotional competition (“**Competition**”) is run by The South African Breweries (Pty) Ltd (“**Promoter**”) and is open to all persons of 18 years or older and resident in South Africa, except for (a) the directors, members, partners, agents, consultants or employees of the Promoter and their immediate families, (b) the directors, members, partners, agents, consultants or employees of any suppliers of any goods or services to the Promoter in respect of this Competition, or (c) directors, members, partners, agents, consultants or employees of the Promoter’s advertising and promotion agencies, associated companies, and participating outlet owners and staff.
- 1.2. The rules set out in this document constitute the rules which will govern the Competition (“**Competition Rules**”).
- 1.3. Participation in the Competition by all entrants (“**Participants**”) constitutes acceptance of these Competition Rules.

### 2. Competition Period

This Competition will run from 26 November 2021 until 31 December 2021, both dates being inclusive, or until the Promoter provides a public notice that the Competition has ended, whichever is earlier (“**Competition Period**”). Entries will only be accepted during the Competition Period.

### 3. Competition Entry Process

- 3.1. This Competition will take place on the official Castle Lite social media pages on Twitter and Instagram (@CastleLitesa) and Facebook (@CastleLite).
- 3.2. During the Competition Period, the Promoter will put various competition posts relevant to the Competition on either of its social media pages as referred to above (together the “**Competition Posts**” and each a “**Competition Post**”). In order to enter the Competition, a Participant must: (i) have valid social media Facebook or Instagram account; (ii) follow the instructions and/or entry procedure that will be available on each of the Competition Posts; and (iii) where relevant and applicable to the Competition Post, include the hashtag #SaveYourSummer as well as tag @CastleLitsa when the Competition Post is shared on Facebook/Instagram.
- 3.3. Entry is only valid through this medium.
- 3.4. A Participant can enter the Competition as many times as they wish but can only win one prize.

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- 3.5. Participants are liable for their own data and voice charges in respect of the Competition participation as well as any verification process, if applicable.
- 3.6. Entry into the Competition as well as the availability of the Prize shall be subject to any regulations issued in terms of Section 27(2) of the Disaster Management Act, 2002 (“**Regulations**”).

### 4. Description of Prizes

- 4.1. The prize for this Competition is:
  - 4.1.1. 1 of 160 vouchers for a 6-pack of Castle Lite 340ml bottles, each with a value of R80.00;
  - 4.1.2. 1 of 30 Castle Lite branded coolers, each with a value of R1,400.00;
  - 4.1.3. 1 of 12 music speakers, each with a value of R4,055.00; or
  - 4.1.4. 1 of 20 music streaming vouchers, each with a value of R150.00,  
(each a “**Prize**”).
- 4.2. There will be a total of 222 Prizes to be won throughout this Competition.
- 4.3. What Prize can be won will be set out in the relevant Competition post through which a Participant enters the Competition.
- 4.4. The Promoter does not guarantee in store stock availability of the Prizes. The availability of the Prizes shall at all times be subject to in store stock availability, it being recorded that the Promoter shall not in any manner whatsoever be liable should the available stock be depleted prior to a winner being able to collect his/her Prize, and the Promoter shall not be liable to provide prizes or goods in substitution for a Prize which is not available due to stock being depleted.
- 4.5. No Prize, in whole or in part, can be transferred to any other person or exchanged for an alternate prize or for its cash value. A winner may not substitute himself/herself with any other person.
- 4.6. A Prize will be delivered by the Promoter to a winner: (i) electronically (if applicable), which may include via a direct message on the relevant social media platform; or (ii) by the Promoter or its nominated agent to the address provided by the winner within the Republic of South Africa, on or about 15 February 2022. The Promoter will contact the winner to arrange delivery.

### 5. Winner Selection and Notification

- 5.1. There will be a winner (or winners) of a Prize in respect of each Competition Post. Unless otherwise set out in the Competition Post through which a Participant entered the Competition, the winner/winners will be selected by random draw process which will consist of all valid entries which are received prior to the draw in respect of the relevant Competition Post. When a draw will take place will be set out in the relevant Competition Post. If a winner will not be selected by a random draw process, the winner selection process will be set out in the relevant Competition Post.

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Participants will be informed of the manner and dates on which the winners will be selected and the Promoter will provide any clarification related to any queries raised by Participants in respect of the Competition Post(s).

- 5.2. The winners will be notified by the Promoter or its nominated agent approximately on or before 15 January 2022, via a direct message on the social media platform which the winner used to enter the Competition. If the Promoter is unable to contact a winner, he/she will be disqualified and a substitute winner may at the discretion of the Promoter be selected, using the same winner selection process.

### 6. Winner Verification

- 6.1. A winner will be verified as complying with the Participant eligibility criteria set out in Competition Rule 1.1. Winners may be asked to provide a copy of their identity document/passport/driver's license/proof of residential address in order to receive a Prize. The Promoter reserves the right to conduct the validation and verification process via automated means and/or any other means that the Promoter may deem necessary and by participating in the Competition, all Participants consent to the appropriate validation and verification measures that the Promoter may implement from time to time.
- 6.2. A Prize will only be awarded after successful verification of the winner.
- 6.3. The Promoter reserves the right to carry out audits in respect of any winner to verify his/her eligibility and/or the validity of the winner's entries. The Promoter may disqualify any winner if any fraud or cheating or related activity is suspected, including without limitation, through the manipulation of entries or otherwise falsifying data. All entries, participants or travel partners determined by the Promoter or their agents to be invalid or ineligible will forfeit all rights to any Prize and will not be compensated in any way.

### 7. Prize Forfeiture

- 7.1. A winner must communicate his/her full details to the Promoter or its agent as requested by the Promoter or its agent. Failure to do so may result in forfeiture of a Prize.
- 7.2. If a winner is unable to attend, receive or utilise (as applicable) a Prize then the entire Prize shall be forfeited. There will be no compensation, in any form, including, but not limited to monetary compensation and/or rescheduling, to any party, irrespective of the reason/s for the inability of that winner to attend, receive or utilise (as applicable) the Prize.
- 7.3. Time permitting and subject to the Promoter's approval, where a Prize is forfeited a substitute winner may be chosen in the same manner as the original winner was chosen.

## 8. General

- 8.1. All Participants must comply with the Regulations at all times and any non-compliance with the Regulations will result in automatic disqualification. It shall be the sole responsibility of the Participants to observe and comply with any and all restrictions imposed by the Regulations from time to time. Each Participant indemnifies and holds harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and its associated companies, against any losses or damages arising from a breach of the provisions of the Regulations by such Participants and the Promoter shall not in any manner whatsoever be liable for any transgressions by any Participant in this regard.
- 8.2. To the extent that any intellectual property rights vest in the Participants through the creation and submission of content, including without limitation any pictures, videos, drawings or other creative works, to enter this Competition, any and all intellectual property arising as a result will vest in the Promoter and the Participants hereby waive any associated rights. The Participants indemnify the Promoter from and against any and all claims, actions, legal proceedings, losses, damages and expenses (including attorney's fees and expenses) arising as a result of or in connection with any actual or alleged infringement of any intellectual property rights of a third party arising from entry in the Competition and/or the Promoter's use of any content, including without limitation any pictures, videos, drawings or other creative works, created pursuant to the Participant's entry in the Competition.
- 8.3. In the event of a dispute, the Promoter's decision is final and binding and no correspondence will be entered into.
- 8.4. The timelines stated by the Promoter or its agent must be adhered to. Failing adherence to any timeline, at any stage, may result in disqualification and forfeiture of a Prize in its entirety with no compensation to any party by the Promoter.
- 8.5. Each Participant, by participating in the Competition, acknowledges, agrees and expressly consents to the following:
  - 8.5.1. the Promotor may process the Participant's personal information, including in the form of names, telephone numbers, identity numbers and/or email addresses, during and after the course and scope of the Competition; and
  - 8.5.2. the Promotor may transfer the winning Participant's personal information, including names, telephone numbers, identity numbers and/or email addresses, to the relevant third parties

in order to make any required travel, delivery or other arrangements, as may be applicable, for utilisation of a Prize during the course and scope of the Competition,

which processing and transfer shall take place in accordance with the provisions of the Protection of Personal Information Act 14 of 2013 (“**POPIA**”) and any other applicable law, and for the purpose of giving effect to the Competition.

- 8.6. With the exception of Competition Rule 8.5 above, the Promoter will not share any personal information with any third party except where such disclosure is necessary to enable the Promoter to provide, deliver or in any other way give effect to these Competition Rules and/or a Prize, where such disclosure is permitted by law and/or where consent to the Promoter sharing personal information is obtained from the Participants. The Promoter will comply with the relevant data protection legislation, including POPIA.
- 8.7. A Participant may, by submitting a request to the following link: <https://www.sab.co.za/content/data-subject-request-0>, request the Promoter to:
- 8.7.1. correct or delete personal information about the Participant in its possession or under its control that is inaccurate, irrelevant, excessive, out of date, incomplete, misleading or obtained unlawfully; or
- 8.7.2. destroy or delete a record of personal information about the Participant that the Promoter is no longer authorised to retain.
- 8.8. The Promoter may make media announcements or publish the names and/or photographs of a winner without remuneration being made payable to the winner, provided that any such person may expressly elect to decline this by written communication to the Promoter.
- 8.9. Should a Prize not be available despite the Promoter’s reasonable endeavours to procure the Prize, the Promoter reserves the right to substitute the Prize with another of equal value as determined in the Promoter’s sole discretion and subject to availability. No person will be compensated in any way in this instance by the Promoter.
- 8.10. The Promoter will not be responsible for any costs, expenses or other liabilities incurred by a winner which are not expressly contemplated as part of a Prize.
- 8.11. These Competition Rules may be amended by the Promoter on public notice at any time during the Competition Period or thereafter. These Competition Rules will be interpreted by the Promoter only.
- 8.12. The Promoter reserves the right to alter, amend or cancel this Competition in whole or in part. Any alterations, amendments or cancelations will be interpreted by the Promoter only. In the event of

an alteration, amendment and/or cancellation the Promoter will not compensate any individual for any reason whatsoever.

- 8.13. **All Participants hereby agree to indemnify and hold harmless the Promoter, its associated companies, and the directors, officers, employees and agents of the Promoter and its associated companies, against any and all claims for any loss or damages, whether direct, indirect, consequential or otherwise, arising from any cause whatsoever connected to or arising out of their participation in any way in this Competition or their receipt, participation, ownership and/or use of a Prize. This indemnity is not intended to exclude any liability for any person which cannot be excluded under the Consumer Protection Act 68 of 2008.**
- 8.14. The Promoter shall not be responsible for any lost, damaged, corrupted, delayed, incorrect or incomplete entries for any reason whatsoever. Proof of sending an entry will not be accepted as proof of receipt of such entry. The Promoters shall not be responsible for the failure of any technical element relating to this Competition that may result in an entry not being successfully submitted. The Promoter is not responsible for lost, damaged or delayed entries as a result of any network, computer or cell phone hardware or software failure of any kind. No applications from agents, third parties, organized groups or applications automatically generated by computer will be accepted. Entries will only be accepted if they comply with all entry instructions. Any form of network or systems manipulation including but not limited to Botnets, Sim Farms, Trojans, SMS malware may not be used when entering the Competition.
- 8.15. By participating in the Competition, each Participant gives the Promoter consent to: (i) market its products and campaigns to the Participant; (ii) conduct market research using personal information of the Participant which may be shared with third parties to enable the Promoter to develop appropriate marketing strategies in respect of its customers; and (iii) use the personal information and other details provided by the Participant during the Competition entry process for the purposes of facilitation of the Competition. The Participant may decline by opting out via the opt out mechanism provided on the communications.
- 8.16. Where applicable, a Participant shall in no way post or share a picture that includes a minor, or that is of an immoral, scandalous or illegal nature, or likely to have an adverse effect on the reputation of the Promoter including but not limited to, underage drinking, persons drinking while pregnant, abusive or sexual behaviour, and/or the participation in dangerous activities.
- 8.17. The Participant shall promptly remove any and all posts and/or comments which he/she has control over at the request of the Promoter.



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8.18. These Competition Rules are available at [www.castlelite.co.za/terms-and-conditions](http://www.castlelite.co.za/terms-and-conditions).