

SBM BANK (KENYA) LIMITED EASTER CAMPAIGN: TERMS AND CONDITIONS

1. INTRODUCTION

These terms and conditions apply to the SBM "Easter" campaign offered by SBM Bank (Kenya) Limited to its customers.

By participating in this campaign, you shall be deemed to have read, understood and agreed to be bound by all the terms and conditions set herein below.

2. DEFINITIONS

In these terms and conditions, unless the context otherwise requires:

- 2.1 **"Bank"** means SBM Bank (Kenya) Limited.
- 2.2 **"Campaign"** means the SBM Easter campaign.
- 2.3 **"Eligibility Criteria"** participants must reside in Kenya, be of legal age to own a social media account and follow SBM social media pages to qualify.
- 2.4 **"Eligible Participant"** means a natural person above the legal age of 18 years.
- 2.5 **"Commencement Date"** means the start date for the campaign, which is 26th March 2024.
- 2.6 **"Campaign Period"** means 26 March 2024 to 1 April 2024.
- 2.7 **"Reward"** means hampers as will be awarded to the most creative participants.

3. TERMS AND CONDITIONS FOR THE EASTER CAMPAIGN

- 3.1 The Bank will publish terms and conditions in accordance with the regulatory and legal requirements of such a campaign in Kenya.
- 3.2 Entry Requirements. Participants must submit photos or videos by commenting on our social media posts or posting on their profile while tagging our social media handles @sbmbankkenya and using the hashtag #SBMEggcitingEaster.
- 3.3 Content Ownership. The submitted content remains the intellectual property of the Participants. SBM Bank (Kenya) Limited reserves the right to share the content on its platforms if the participant wins, with appropriate credit given to the creator.
- 3.4 Winner Selection. Winners will be selected based on the most creative designs. The announcement of winners will take place on 2nd April 2024.
- 3.5 Reward. Winners will receive hampers worth Kes. 3000 containing Easter egg chocolates and a branded tumbler. Winners can collect their Easter hampers from any SBM Bank branch nationwide. Acceptance and use of the prizes are subject to the terms and conditions set by SBM Bank (Kenya) Limited.
- 3.6 Contacting Winners. The winners will be contacted by our Customer Experience (CX) team. Winners must provide their contact information through direct messaging on our social media channels to claim their prizes.
- 3.7 Disqualifications. SBM Bank Kenya reserves the right to disqualify entries that do not adhere to the contest rules or are considered inappropriate at its discretion.
- 3.8 Liability. Participants acknowledge and agree that SBM Bank Kenya is not liable for any issues or damages that may arise from the Easter campaign or the giveaway. The Bank shall not be responsible nor shall it accept any liabilities of any nature howsoever arising or suffered by the Customer or any third party resulting directly or indirectly from this campaign.
- 3.9 Data Protection. SBM Bank ensures compliance with data protection laws and regulations pertaining to the collection and handling of participants' personal information during the campaign.
- 3.10 These Terms and Conditions shall be deemed to commence on the Commencement Date and shall continue for the campaign period or upon earlier termination by the Bank due to circumstances beyond its control.
- 3.11 The Bank has the right to modify or terminate the Campaign at any time, with or without prior notice to the Customers.
- 3.12 The Reward from this campaign to Customers are independent of any campaigns held previously by the Bank or its agents.
- 3.13 These terms shall not derogate, but shall be supplemental to the Bank's General Terms and Conditions governing relationship between the Bank and customers.
- 3.14 This Campaign does not constitute a legal contract between the Bank and the Customer.
- 3.15 The Easter campaign shall be subject to usual Force Majeure events and on occurrence of such event, the campaign may be withdrawn at the discretion of the Bank.
- 3.16 In the event of any inconsistency between these terms and conditions and any advertising, promotional, publicity and other materials relating to or in connection with this Campaign, these terms and conditions shall prevail.
- 3.17 These terms and conditions shall be governed by and constructed in accordance with the Laws of Kenya and the Customer agrees to submit to the non-exclusive jurisdiction of the courts of Kenya.
- 3.18 The Customer shall be deemed to have read, understood and agreed to be bound by these terms and conditions and SBM's General Terms and Conditions including any amendments or violations to it.