



## **NCBA Mother's Day activation - Terms and Conditions**

1. The NCBA Mother's Day activation is open to all visitors to the NCBA Bank social media pages (Facebook- **NCBA Bank**, Twitter- **@NCBABankKenya**, Instagram - **ncbabankkenya**) for the period beginning **8<sup>th</sup> May 2024** to **12<sup>th</sup> May 2024**.
2. **Mechanics:** Participants are required to compose a heartfelt letter to their mom, expressing their appreciation for all she does and why she deserves her flowers this Mother's Day. The letter should be sincere and personal, capturing genuine feelings and specific reasons why they appreciate her
3. **Submission Method:**
  - a. **Digital Submission:** Post your letter under the comment section of the incentivized post. Tag NCBA bank and use the hashtag #NCBAMothersDay
  - b. **Handwritten Submission:** If you prefer, write your letter by hand. Take a clear photo or scan of the handwritten letter. Post the photo/scan under the comment section of the incentivized posts. Tag NCBA Bank and use the hashtag #NCBAMothersDay
4. Both digital and handwritten letters are eligible for competition
5. Only one entry per person is permitted and all entrants must be aged 18 years and above.
6. The 20th comment that appears in the sequence will be given priority in the selection process. This means the 20th individual who posts their submission will have their entry reviewed first, assuming it meets the other criteria listed.
7. Entries need to have a minimum length of four paragraphs. This criterion ensures that participants provide a thorough and thoughtful explanation. A detailed narrative allows the judges to better understand the reasons behind why the mother deserves flowers, and it encourages a deeper level of reflection and effort from the participants.
8. Participants must clearly articulate the reasons why their mother deserves flowers. The explanation should go beyond generic statements and delve into specific, personal anecdotes or qualities that make their mother special. This ensures that the message is meaningful and well-developed.
9. While the 20th comment will be given priority in the initial review, meeting the qualitative criteria (length, personalization, strength, and authenticity) is crucial for the final decision. This means that even though the 20th entry gets a preferential review, it must still meet the high standards set by the other criteria to be selected as the winner.



10. The gift hamper, scheduled for Friday, May 24th, 2024, will be awarded to the comment that meets all the criteria listed above. Total winners- 9, 3 from each platform.
11. All prizes for all winners are non-exchangeable, non-transferable and no cash alternative is offered.
12. The decision of the Bank regarding any aspect of the NCBA Mother's Day Giveaway is final and binding.
13. Participants are deemed to have read, understood, accepted and agreed to be bound by these terms and conditions upon entry and the Bank reserves the right to amend these terms and conditions at any time without prior notice. Any such revised terms and conditions shall have effect immediately and may be found on the Banks website: [www.ncbagroup.com](http://www.ncbagroup.com). It is a condition of entry that these terms and conditions- as posted on the NCBA Bank website are final.
14. These Terms and Conditions shall prevail in the event of any inconsistency with any brochures, marketing or promotional materials relating to the Promotion.
15. The Bank reserves the right to refuse entry or refuse to award any of the prizes to anyone in breach of these terms and conditions.
16. The Bank reserves the right to declare void, cancel, suspend, or amend the promotion where it becomes necessary to do so.
17. The Bank accepts no responsibility for entries not successfully completed due to a technical fault or malfunction, computer hardware or software failure, satellite, network or server failure or other technological failure of any kind whatsoever.
18. The Bank is bound by the Data Protection Act and any personal data supplied in the course of the promotion shall be processed as per the Bank's privacy policy. For the avoidance of doubt, any person who participates in the promotion and supplies any personal data is deemed to have given consent for use of such data only for purposes relating to conducting the promotion. It is further agreed that such personal data supplied may be disclosed to third parties who have been contracted by the bank but only for purposes of undertaking the competition. The Bank's Privacy Policy can be accessed from the bank website.
19. Upon winning a prize, a customer representative will be in touch with the winner within 5 working days to arrange issuance of the prize.
20. Any winner who fails to claim their prize within the stipulated period will be deemed to have forfeited their right to claim it.



21. The Bank does not trade in supply of any awards given and therefore makes no warranty or representation as to the quality, value, merchantability or fitness for purpose of the Prize and assumes no liability or responsibility for the acts or omissions of any merchants providing the prizes or any non-performance or defects in the Prize.
  
22. Any dispute arising out of the competition or application of these terms shall be resolved by the organizers of the competition and such determination shall be final.