

#WhatsYourDigiScore Contest Terms & Conditions

1. Spatial Ideas Web Solutions Pvt Ltd and Starcom Media Vest (hereinafter referred to as “Agency”) are hosting a program for Citibank N.A. (“Citibank”) called “#WhatsYourDigiScore contest” (hereinafter referred to as the “Program”) on the Facebook page of Citibank India, the link for which is, www.facebook.com/CitiIndia and Twitter, the handle for which is @Betheprogess respectively. A digital calculator survey that helps consumers calculate their DigiScore based on a few questions about their digital payments behavior will be hosted on www.whatsyourdigiscore.com (hereinafter “Calculator”) by Starcom Media Vest (“Starcom”) or its affiliates. “Calculator” also creates a badge of honor for users who have score above a threshold level.
2. The Program is valid from 00:00 hours IST of 15th Feb 2017 till 24:59 hours IST of 27th Feb 2017 (hereinafter referred to as the “Program period”). Participants must ensure that their entry/ submission is made within this Program Period.
3. Participation in this Program is open to all registered Facebook and Twitter users except employees of Citibank, its Associate Companies, its Advertising Agency and its Media Partners.
4. No purchase of any product of Citibank is necessary for participation in the Program.
5. No fee is required to be paid for participating in the Program.
6. By participating in this Program:
 - a) The participant expressly confirms and represents that he/she has read the Terms & Conditions of the Program on how to enter, how the winning entries shall be determined, and details on collection, retention, usage and sharing of personal data, and
 - b) The participant confirms that he/she is not breaching any law or violating any third party rights by participating in this Program.
7. Details for participation:

Contest Construct – Share your digital moment of success on Facebook or Twitter, using hashtag #WhatsYourDigiScore. Based on the quality of post, users stand a chance to win attractive vouchers.

Digital moment of success is an inspirational story of the participant or people around him/her adopting digital modes of payments such as card, net banking, mobile wallets, etc.. The story can be explained using any of the following formats - Text, Image, Video.

I. To participate on Facebook

- Calculate your digiscore on “Calculator”, receive a high score and get a badge – “Citi DigiChamp”. Share the DigiChamp badge on your Facebook profile using #WhatsYourDigiScore. Share your digital moment of success in the same post and make the post public.

Or

- Visit www.facebook.com/CitiIndia and Post your Digital moment of success in the comments section of the contest post using #WhatsYourDigiScore

II. To participate on Twitter

- Calculate your digiscore on “Calculator”, receive a high score and get a badge – “Citi DigiChamp”. Share the DigiChamp badge on Twitter using #WhatsYourDigiScore and @Bethetheprogress and Share your digital moment of success story.

Or

- Tweet to @Bethetheprogress , sharing your digital moment of success story and use #WhatsYourDigiScore.

Mandatories:

Participants have to mention #WhatsYourDigiScore in their entries. Sending in multiple entries is allowed. The post should not contain any demeaning, vulgar, abusive, hateful, obscene, objectionable, illegal, content, etc.

Additionally, for Facebook:

- a) A Facebook profile can win only once during the Program Period irrespective of the number of entries
- b) Post must be made public and use #CitibankIndia, if the user shares the same on his/her facebook wall only.

Additionally, for Twitter:

- a) A Twitter profile can win only once during the Program Period irrespective of the number of entries.
- b) Tweet must be made to handle @Bethetheprogress.

8. Winner Selection:

- a) Winners will be selected on the basis of the uniqueness, impact, inspiration and creativity exhibited in the story
- b) The decision of Citibank/Agency on the selection of the Winner shall be final and binding and no correspondence/communication shall be entertained by Citibank/ Agency in this regard.

9. Winner Announcement and Prize:

- a) 20 entries will be selected as winners every day, 10 each on Facebook and Twitter, from contest entries received during the Program Period.
- b) The winners for a particular day will be announced within 4 days on the respective platform of participation, i.e. Facebook and Twitter, after the day’s entries have been received.
- c) The winning entries will be eligible for Amazon E-vouchers, worth INR 1000 each.

- d) The winners are requested to send a message to Citibank India Facebook page / contest Twitter handle , within 72 hours of the announcement, failing upon which the prize will be transferred to the next person
 - e) The E-voucher codes will be sent to the winners via a direct message on Twitter & Facebook depending on the platform of participation, within 4 weeks of receipt of acknowledgement on a best effort basis, & subject to successful verification by the Agency. Redemption of such voucher will be in accordance with the terms and conditions mentioned in Amazon website. Citibank/ Agency will not be liable for any loss or damage suffered/ incurred by the Winner directly or indirectly in the event the Winner is not able to redeem the said Voucher.
10. Awarding of E-Voucher is subject to verification by the Agency. Agency shall use basic audit standards to verify the legitimacy of the Winner. In case there are any conflicts in the legitimacy of the Winner, Agency is entitled to quash the - E-Voucher at any given point against such claimed Winner or Participant. In case the Winner(s) are not verified internally or not reachable for any reason whatsoever, Agency will reserve the right to pass on the E-Voucher to another participant without any further notice to the Winner.
 11. In case a participant is not contacted/intimated/declared as a Winner, it shall automatically mean that the person's name has not come through the selection process and that he/she is not a Winner.
 12. The voucher is non-transferable and cannot be redeemed / exchanged for cash. No claim shall be entertained in this regard.
 13. No consideration is payable by Agency against use of any entries received for the Program.
 14. Agency reserves the right to reject, delete, or remove any answer/entry without assigning any reason thereof. Any decision taken by Agency for rejecting, deleting or removing any answer/entry shall be final and binding and not subject to any dispute or challenge.
 15. Agency jury shall declare winning entries on the basis of the contest entry idea, reason and story. There could be a possibility that the contest entry idea may overlap from one entry/ submission to the other. However, Agency will not be responsible for any overlap and Agency will not be bound by any compulsion to compensate for such overlapped or missed out submissions.
 16. The content used in the answer/entry should not contain any offensive, defamatory, indecent, abusive content, pictorial representation or language that can in any manner be deemed as offensive by any section of society or prohibited under any religion or law. Agency reserves its rights to cancel or remove any answer/entry or usage of the Program by any participant at any point of time, at its discretion. The decision of Agency shall be final and binding on this.
 17. Failure of the participant to adhere to the above, gives the right to Agency to disqualify the entry from the Program.
 18. The participant undertakes that the content submitted by him/her for the Program shall not violate or infringe the Intellectual Property Rights of any third party. The participant shall be solely liable for the violation of the same.
 - a) Undertake to adhere to above terms and policies as set out by Agency.
 19. The participant can control personal information provided on the Facebook platform by changing their own personal settings. Any information provided to Agency shall be administered and treated

under India privacy and data collection guidelines. Agency may use your personal data for editorial, research, internal study, and data analysis and or presentation purpose.

20. The contest is in no way sponsored, endorsed or administered by, or associated with Facebook / Twitter. The participant is providing information to Agency and not to Facebook/Twitter.
21. Agency reserves the right to withdraw, change, defer, alter or cancel this Program in part or full, or change any or all of the terms and conditions that are applicable, without giving prior intimation/notice of any kind and will not be liable for any consequential losses/damages. Any decision of Agency in this regard and in general with respect to this Program and the terms and conditions thereto shall be final, binding.
22. Citibank and Agency shall not be liable for any loss or damage due to Act of God, Governmental actions, other Force Majeure circumstances and shall not be liable to pay any amount as compensation or otherwise for any such loss.
23. All disputes are subject to the laws of India and the exclusive jurisdiction of Courts of New Delhi alone.
24. If a participant is dissatisfied with the Program and/or the terms and conditions of the Program, his/her sole and exclusive remedy is to not to participate in the Program.