

NU DIGITAL AWARDS
ENTRY KIT_3 2022

- GENERAL TERMS & CONDITIONS
- THAT APPLY TO ALL AWARDS



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● GENERAL TERMS & ● CONDITIONS

GENERAL TERMS:

1. By entering NU Digital Awards, entrants agree to abide by the **rules & regulations** of the brand. Rules & regulations may vary occasionally, in which case the variation will take effect from the date of publication of the new rules on our website:
www.nudigitalawards.com
2. We have absolute discretion to determine the application of these rules & regulations. In our absolute discretion, we may, at any time, refuse or withdraw entries which:
 1. **2.1.** Breach applicable laws, regulations or industry-recognized codes of practice.
 2. **2.2.** Offend national or religious sentiments or public opinion.
 3. **2.3.** Do not meet the eligibility requirements.
 4. **2.4.** In any other way conflict with the rules & regulations or the brand's guiding principles.

Please note that entries may also be withdrawn/disqualified if the entrant has not paid the relevant fee before the deadline.

ELIGIBILITY REQUIREMENTS:

1. Each Entry must satisfy the eligibility requirements specified below:
 - 1.1. The Entry must have aired, launched or been released to the public for the first time during the period starting on 31st of October 2019 and ending on 31st of October 2021.
 - 1.2. If a campaign commenced before the eligibility period, a minimum of 75% of the campaign must fall within the eligibility period.
 - 1.3. :
 - BEST DIGITAL MEDIA CAMPAIGN
 - BEST DIGITAL TOOLS
 - BEST DIGITAL CRAFT
 - BEST DIGITAL INFLUENTIAL FIGURES
 - SPECIAL AWARDS

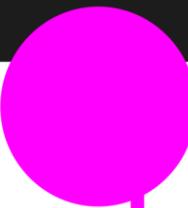
CONTINUATION...

ELIGIBILITY REQUIREMENTS:

- 1.4.** The entry's creation must be within the context of a normal commercial contract and authentic brief from a client/brand. If the case is one of self-promotion or a non-profit organization, the client/brand has approved all the media/production/implementation.
- 1.5.** You have all the required permissions to act as the representative of that entry, as obtained from the commissioning brand/company. We retain the right to directly request proof of this permission from the commissioning brand/company.
- 1.6.** The entrant has included the contact details of the brand in the entry, including its name, position, and full contact details.
- 1.7.** The entry has been submitted exactly as published/released and has not been modified or altered in any way to fit the entry criteria of NU Digital Awards.
- 1.8.** The entry is an actual deployed commercial work and is not considered speculative or conceptual advertising, has not been banned or withdrawn from airing for any reason(s).
- 1.9.** A senior officer (CD, CEO or Chairman) from the Entrant company has allowed this work to be submitted to NU Digital Awards.
- 1.10.** All supporting content and material(s) are correct and final versions (these cannot be changed after entry payment).
- 1.11.** The work can be understood in English.
- 1.12.** The entry is not a scam or fraudulent in any way (as stated below).
- 1.13.** The entry was designed and deployed specifically in the MENA region and was created/produced by a company in the MENA region.



PRINCIPLES



GUIDING PRINCIPLES:

Our guiding principles reflect the NU approach in which the rules & regulations will be applied. Entrants may be directed to modify or alter their behavior if not in accordance with these principles if the NU Digital Awards team decides as such. Any failure by an informed entrant to change their behavior could lead to disqualification or being banned from future editions.

The **Guiding Principles** are as follows:

Integrity. Entrants must act fairly in their application of the rules & regulations, without seeking to exploit them to an unfair advantage, or disadvantage, of any given Entrant. Entrants must not undertake any activities which would bring the fairness of NU Digital Awards into disrepute.

Accuracy & Transparency. Entrants should provide information in a full transparent and honest manner to maintain the transparency and accuracy of the NU Digital Awards.

SCAM & FRAUDULENT ENTRIES

Our role at NU Digital Awards is to reward the best digital work in Egypt & the Middle East, and that entails that we greatly value integrity, honesty, and transparency in all aspects of our brand. In the regard, if any entry turned out to be scam work or fraudulent in any way to any other entity - before or after receiving an award - we retain the right to withdraw this entry and remove its corresponding award as applicable. Examples of that entry is work that wasn't aired, didn't run and/or wasn't approved by the brand in question.

CODE OF CONDUCT:

Entrants will be held accountable if they bring NU Digital Awards into disrepute, distort its image/brand in any way or do anything that negatively affects the reputation of the brand itself. We hold the right to withdraw any entry, in our absolute discretion, if we determine that this entry has not complied with that clause.



PRINCIPLES

REQUESTING ADDITIONAL INFORMATION:

We reserve the right to ask for additional information about your submissions, for verification of eligibility, authenticity or any other aspect of the entry that needs elaboration. Entrants that do not submit the requested additional information may be subjected to withdrawal from the awards as applicable.

We also reserve the right to verify that the information provided with an entry is legitimate and that the entry corresponds to the brand's portfolio and commercial offering.

CONSEQUENCES OF NON-COMPLIANCE:

We retain the right to decide, in our absolute discretion, if the rules & regulations have been complied with. In case that we discover any breach of our rules & regulations, you will be contacted to provide an explanation on that breach. If you do not provide any explanation, we hold the right to disqualify your entry and/or impose any other relevant penalty that pertains to that breach.

Should you discover that your Entry is not compliant with our any of our requirements or guidelines, you must notify us as soon as possible by sending an email to Info@nudigitalawards.com and explaining the situation in full detail to avoid getting disqualified. Any submitted material cannot be subjected to change by the Entrants, so your communication is the only way that gives your Entry a chance at being corrected/adjusted.

If we determine that an Entrant has deliberately and knowingly breached any rules, brands and/or individuals responsible for that breach could be banned from entering future editions of the NU Digital Awards. The length and severity of the ban is to be decided accordingly.

Any decisions taken by the NU Digital Awards team in all matters are deemed final.



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PROPERTY RIGHTS



INTELLECTUAL PROPERTY RIGHTS:

Upon payment of any entry submission, you must have all related rights and consent to allow us, and any corresponding authorized third parties, to use the entry material(s) in our awards process. This includes submitting the material(s) to the jury and screening the material(s) in public during the ceremony.

By submitting an entry, you acknowledge that:

1. You own the legal right(s) to submit this entry to our awards process.
 - a. The use of the submitted material(s) shall not infringe the rights of any third party, nor breach any applicable laws in any shape or form, in accordance with our rules, regulations and guiding principles.
 - b. In case there are any restrictions applicable on an entry by the law or its legal owner, you are responsible to notify us in writing (email or otherwise) of that restriction, in addition to providing us with a legal document showing that restriction so that it is taken into consideration in our process.
 - c. You must also notify us immediately if you become aware that your entry includes an unauthorized collection or compilation that is made available for sale or distribution.
 - d. In case any legal action is taken against NU Digital Awards in relation to your entry or accompanying material, without prejudice to any other rights or remedies available to us, you are responsible to assist us in dealing with that action until it is resolved. This includes, without limitations, providing all required legal documentation that show ownership of that entry as per our request(s).

DATA USAGE:

Your personal data included in your entry may be used to contact you for any related inquiries and to announce/promote winners in that case. You can contact us through our website if you have any questions or concerns.

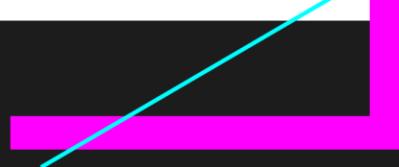
CHANGING CATEGORIES:

2.1 We retain the right, in absolute discretion, to change the category in which entries are submitted, at any time and without limitation, in order to ensure that all submissions are shown in their best light and therefore achieve their most potential. Any changes to entries will be communicated to entrants.

If the entry is unfair or incorrect, this entry may be withdrawn or deemed disqualified.

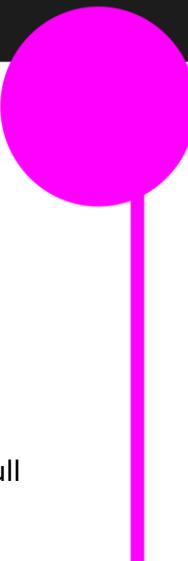


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COMPLAINTS PROCEDURE

2.2 In case of any complaints pertaining to a winning or shortlisted entry, we may choose to investigate said complaint at our absolute discretion. This entails your full cooperation in that investigation, including providing us with any necessary documentation or information related to that entry upon our request.

2.3 If the investigation into that complaint prove that the winning/shortlisting of the entry is unfair or incorrect, this entry may be withdrawn or deemed disqualified.

CANCELLATIONS AND REFUNDS

2.4 If you wish to withdraw an entry, we must get notified either by emailing us at info@nudigitalawards.com or via your account at www.nudigitalawards.com

2.5 We reserve the right to disregard any other form of notification.

2.6 No refunds or credit eligibility.

ENTRIES WITHDRAWN BY US

2.7 In case of your entry being withdrawn by our team for any of the mentioned reasons, you will not be eligible for an entry fee refund because of:

2.8 Non-compliance with our rules & regulations (including our Eligibility Requirements or similar requirements)

2.9 Missing material/content/information that you have failed to provide in a specified period, where that period was communicated previously, and that period is to be determined by us in our absolute discretion.



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MISCELLANEOUS:

- 2.10 In case your entry wins a NU award that was not collected at the ceremony, all fees and charges related to the awards logistics and transportation must be covered by the recipient.
- 2.11 The NU Digital Awards trophy and any corresponding branding, including copyrights, design rights and trademarks, are the intellectual property of NU Digital Awards and its corresponding third parties, if any. We retain the exclusive rights, without limitations, to reproduce, manufacture, copy, and sell the NU trophy in any size or medium, and to distribute or exploit the design of the NU trophy or reproductions of the same by gift, sale, re-sale, or license.
- 2.12 No reproduction, replica or other copy of the NU trophy or branding may be used by any other manufacturer, advertiser, organization or individual.

ENTIRE AGREEMENT:

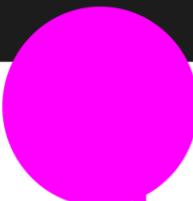
- 2.13 Each entrant understands and acknowledges that the rules & regulations constitute the complete and only agreement between the entrant and NU Digital Awards.
- 2.14 No Entrant has relied upon, nor has been given by NU Digital Awards, any warranty, representation, statement, assurance, indemnity, or commitment of any nature whatsoever other than as expressly set out in our rules & regulations. If any clash should occur between these rules & regulations and any other material(s) published by NU Digital Awards, these rules & regulations shall take precedence in that situation.

LIABILITY:

- 2.15 NU Digital Awards is not liable and does not accept any responsibility for any damage, loss, injury, or disappointment suffered by any Entrant.
- 2.16 NU Digital Awards' liability to any entrant, whether in contract or tort (including negligence), shall be limited to the amount of the submission fee. To avoid any doubt, we shall not be liable to any entrant for any indirect, consequential, or special loss arising out of, or in connection with, NU Digital Awards, nor for any loss of profits or business.



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DISQUALIFICATION/DISCRETION:

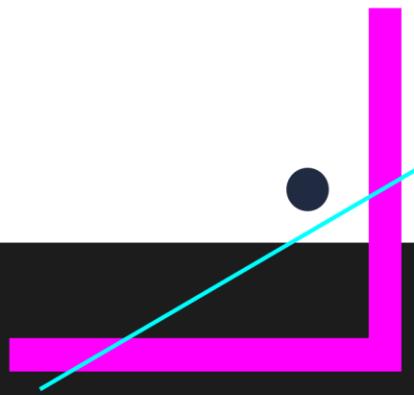
2.17 Companies must cooperate with NU Digital Awards and entrants acknowledge that they must provide us with specific and accurate information. Adequate proof to enable NU Digital Awards to determine whether a company is affiliated with or owned by a Network, Independent Network, Holding Company, Media Network and/or Healthcare Network; and a signed declaration form in each case.

CONFIDENTIALITY:

2.18 NU Digital Awards will not disclose or share with any person, except to its professional representatives or advisers or as may be required by law/legal authorities, any material(s), data, or information received during the submission of validation process. All aforementioned content will be treated as confidential.



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CONTACT_US



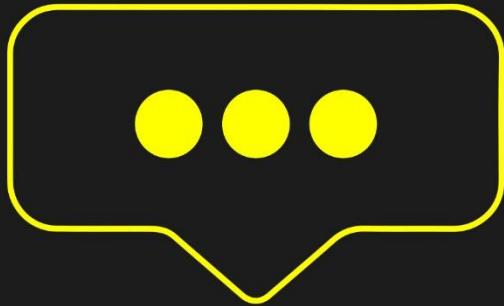
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