

STANDARD TERMS AND CONDITIONS FOR COMPETITION CONDUCTED OR PROMOTED BY OR IN ASSOCIATION WITH LUXON DATA SOLUTIONS (PTY) LTD ("LUXON")

CUSTOMER ENGAGEMENT CASE STUDY hereinafter referred to as the “**Competition**”.

1. The promoters of the Competition are Primedia (Pty) Ltd ("Primedia") and Luxon Data Solutions (Pty) Ltd ("Luxon"), together referred to as the Promoters.
2. The competition conducted or promoted is subject to these Standard Terms and Conditions for Competition ("Ts and Cs") and any rules, promotional material, or adverts ("rules") pertaining to the specific promotional competition.
3. A participant in the competition must be a South African Citizen or permanent resident over the age of 18 years and will only be entitled to one entry.
4. The Competition shall run from 1 August 2025 until midnight on 31 August 2025.
5. A participant can enter the competition at www.trafficcount.co.za and shall answer the competition question as follows:
 - 5.1 Guess the traffic count passing this billboard per month;
 - 5.2 The question includes vehicles only and excludes pedestrians.
6. Any entries submitted after midnight on 31 August 2025 will not be considered.
7. The prize will be sponsored by Primedia and Luxon.
8. By participating in the promotional competition, you accept these Ts and Cs on behalf of yourself.
9. The promotional competition is not open to:
 - 9.1 Directors, members, partners, agents, employees, or consultants of the Promoters and/or affiliated companies or suppliers;
 - 9.2 Immediate family members of the persons listed in 9.1.
10. The winner will be the participant with the closest or correct guess of the final traffic count passing the billboard. If multiple participants guess correctly, the one who entered first will win.
11. The decision made in clause 10 will be final, and no correspondence will be entered into.
12. The Promoters are not responsible for any late, lost, or unsuccessful entries for any reason including technical or system failures.
13. Participants must ensure all information provided is accurate and up-to-date.
14. Participants are responsible for all personal costs incurred to participate in the competition.
15. The Promoters give no warranties on the prize, including its suitability or performance.
16. The prize, a Samsung 65" DU7010 UHD Smart TV, is not transferable or exchangeable for cash.
17. If it's unlawful for the prize to be awarded, the participant will forfeit it.
18. Winners must possess any required documents to claim the prize.
19. Winners will be notified using the contact details provided. They have 48 hours to claim or arrange delivery.
20. The prize cannot be claimed by third parties.
21. If the winner fails to respond within 48 hours, the prize will be forfeited and awarded to the next closest guess.
22. The Promoters reserves the right to terminate the competition if required by law.
23. Participation is at the participant's own risk.
24. Personal information will be collected in accordance with the Protection of Personal Information Act 4 of 2013. Contact phil@luxon.co.za for privacy queries.
25. By entering this competition, you expressly consent to the use and publication by the Promoters, or their authorised agents of your personal information, including but not limited to your name, voice, likeness, photographs, video images, and any other form of recorded media, in any format whatsoever, for purposes of marketing, advertising, publicity, and promotional activities related to the competition. This includes publication

on social media platforms (such as Facebook, Instagram, Twitter, LinkedIn, TikTok), websites, broadcast media, print media, and other public communications channels, without any further compensation or notice. Such use may include, but is not limited to, announcing the winner, sharing winning entries or testimonials, promotional campaigns, and any other content related to brand engagement. By participating, you waive any claims to royalties, rights, or compensation arising from or related to the use of your information or image for these purposes. Luxon and Primedia will ensure that all usage of personal information is conducted in compliance with applicable data protection laws, including the Protection of Personal Information Act 4 of 2013.

26. By entering the Competition, you hereby irrevocably indemnify and hold harmless the Promoters (Luxon and Primedia), their affiliates, directors, officers, employees, agents, contractors, and any other associated parties, against any and all claims, liabilities, damages, losses, costs (including legal fees on an attorney and own client scale), or expenses arising out of or in connection with your participation in the Competition, the acceptance and/or use of any prize, and/or any breach of these Terms and Conditions.
27. This indemnity extends to, but is not limited to, any claims for personal injury, death, loss of or damage to property, defamation, invasion of privacy, infringement of intellectual property rights, and breach of any applicable law, regulation, or third-party right, whether arising directly or indirectly from your actions or omissions
28. Fraud or misrepresentation will result in disqualification and forfeiture of the prize.
29. These Ts and Cs are governed by South African law.
30. Luxon and/or Primedia reserve the right, in their sole and absolute discretion, to amend, modify, supplement, or update any aspect of these Terms and Conditions or any element of the competition (including but not limited to the duration, prize, eligibility criteria, method of entry, or any other relevant detail) at any time and without prior notice. Any such amendments shall be effective immediately upon publication on the official website(s) of the promoters or by any other reasonable means of communication, and continued participation in the competition shall be deemed to constitute acceptance of such amendments.
31. Any term found invalid will not affect the validity of the remaining Ts and Cs.