

## **Y DIGITAL SERVICES TERMS AND CONDITIONS**

These Terms and Conditions (“Terms”) govern Digital Services provided by Yired (Pty) “YFM” Ltd to its Clients “The Client/Client”

By engaging YFM for any Digital Services, you acknowledge that you have read, understood, and agreed to these Terms.

### **1. DEFINITIONS**

- a. Commencement means the commencement date indicated in the agreement.
- b. YFM means Yired (Pty) Ltd, a company with Registration Number 1996/14304/07 registered in accordance with the Company Laws of South Africa, with its principal place of business at 4 Albury Road, Dunkeld West Extension 8, Sandton 2196, Johannesburg, South Africa.
- c. Client shall mean the entity/ties cited as the party/ies entering into agreement with YFM. In cases of an advertising agency/ies entering into agreement with YFM, the client shall be the agency acting on behalf of the advertiser. In the case of a direct client, the party shall be the advertiser itself acting on its own behalf.
- d. Intellectual Property Rights means patents, trade marks, service marks, trade and service names, copyrights, database rights and design rights (whether or not any of them are registered and including applications for registration of any of them), rights in know-how, moral rights, trade secrets and rights of confidence; all rights or forms of protection of a similar nature or having similar or equivalent effect to any of them which may subsist anywhere in the world at the date of this Agreement or in the future.
- e. Parties shall mean YFM and the Client/s.
- f. Main Agreement shall mean the attached agreement detailing the specific terms, duration, campaign mechanics, investment summary, cost implications and cancellation terms as agreed to between the Parties.
- g. PCA shall mean Post Campaign Analysis

### **2. INTERPRETATION**

- a. Unless inconsistent with the context, an expression in the Agreement which denotes:
  - i. Any gender shall include the other genders
  - ii. A natural person shall include a juristic person and vice versa
  - iii. The singular shall include the plural and vice versa

### **3. HEADINGS**

The headings to clauses of the Agreement shall not be considered part thereof, nor shall the words they contain be taken into account in the interpretation of any clause.

#### **4. LAW**

Law The agreement shall be construed in accordance with and governed by the laws of the Republic of South Africa and the English language version shall prevail.

#### **5. CONFLICT BETWEEN NUMERALS AND WORDS**

Should there be any conflict between the numerals and words, the words shall prevail.

#### **6. SCHEDULES AND ANNEXURES**

All schedules and annexures hereto shall be deemed to be incorporated herein and shall form an integral part hereof.

#### **7. DAYS**

- a. Where a number of days is prescribed it shall consist of all calendar days including Saturdays, Sundays and Public Holidays and shall be reckoned exclusively of the first and inclusively of the last day;
- b. Where the day upon which any payment or other specific act is required is not a business day, the parties shall be deemed to have intended such act to be performed upon or by the first business day thereafter.

#### **8. PARTIES**

Any reference to the Client or YFM shall include its representatives, their successors in title, their respective agents, employees, servants, contractors and workmen.

#### **9. SCOPE OF DIGITAL SERVICES**

- a. Digital Services may include, but are not limited to:
  - i. Branded and sponsored content
  - ii. Social media posts and collaborations
  - iii. Influencer-led content
  - iv. Digital competitions and promotions
  - v. Website placements and branded pages
  - vi. App-based content and push notifications
  - vii. Podcasts, videos, and livestreams
  - viii. Audience engagement campaigns
  - ix. Data capture and lead generation initiatives

#### **10. GENERAL**

- a. All costs submitted shall exclude VAT
- b. YFM, shall at all times, retain editorial control of all digital material.
- c. All communication, terms and conditions relating to this agreement is deemed confidential and parties are precluded from disclosing any information thereof to third parties except where required by law and with those persons with whom privileged relationships exist according to the law (i.e. Legal Advisors).

- d. YFM reserves the right to refuse content that amounts to hate speech incitement to violence, advocacy of hatred based on race, ethnicity, gender, religion, or other protected characteristics or any unlawful conduct
- e. All complaints by the client in relation to any digital services, must be lodged with YFM in writing within 7 (seven) days of its publication, failing which, it shall be deemed that the client is satisfied with the digital service in every respect.
- f. Annual negotiated deals must be committed to in writing and signed by all parties before negotiated terms comes into effect.

## **11. COMPETITIONS**

- a. No staff member or immediate family member of any staff member of YFM or the client or any affiliated company of either may enter the competition.
- b. YFM shall:
  - i. Use its best efforts to ensure that the competition times are held as stipulated in the agreement.
  - ii. Make every effort in ensuring that the competition mechanics is executed as mutually agreed.
  - iii. Ensure that the client's intellectual property and reputation is always protected and branded as agreed when executing the competition.
  - iv. Be responsible for all communication with the respective winners of the competition unless otherwise agreed to in the main agreement.
  - v. Ensure that all digital material is executed and published in accordance with the agreed terms as per the main agreement
  - vi. Keep records of all competition details and processes followed. Should the client require, it may at its own cost, acquire the services of an auditor to inspect the documentation for verification purposes.
- c. The client undertakes:
  - i. To ensure that each prize value exceeds R1500 (one thousand five hundred rand) in value.
  - ii. Provide all digital material required to YFM at least 7 days prior to its initial publication or any other time period agreed to and specified in the main agreement, failing which YFM reserves it's right to cancel the agreement and claim any damages incurred as a result of such breach.
  - iii. To ensure that all prizes are delivered to the YFM premises at least 7 working days prior to the initial publication of the competition.
  - iv. To ensure that if the prize consists of cash, that the cumulative cash prize is received in the respective YFM bank account at least 7 working days prior to the commencement of the competition.
  - v. YFM, at its own cost, shall ensure that all competitions are conducted transparently and shall ensure that an independent

auditor certifies and reports on the competition during its internal audit process accordingly.

- vi. The client agrees and accepts that YFM “judges” decisions are final and the client accepts that it has no right to interfere in such process
- d. YFM reserves the right to disqualify participants who:
  - i. Submit fraudulent, offensive, or misleading entries
  - ii. Breach competition rules
  - iii. Manipulate engagement metrics
- e. Prizes are not transferable or exchangeable unless stated otherwise.

## **12. CONTENT & APPROVALS**

- a. All creative concepts, scripts, copywriting, visuals, and executions are subject to platform policies (e.g. Meta, TikTok, Google, YouTube, X)
- b. YFM agrees to create, design, produce, and distribute digital content as outlined in the approved proposal, quotation, or service agreement.
- c. Deliverables may include but are not limited to all digital services provided in clause 9
- d. All deliverables, timelines and specifications will be defined in the content plan agreed to by both parties
- e. The Client shall
  - i. Provide accurate information, brand guidelines, assets, and materials required for content creation within 3 business days prior to its publication
  - ii. Ensure that all information supplied does not infringe on third-party intellectual property rights.
  - iii. Provide timely feedback and approvals required for the delivery of services.
  - iv. Appoint a designated representative authorised to provide approvals and feedback on behalf of the Client.
  - v. Delay in approvals may result in changes to campaign schedules without liability to YFM
  - vi. Approval may be provided via email or any agreed written communication channel
- f. On approval of the final content YFM shall not be liable for any loss or damage arising from content that has been approved by the Client prior to its publication.
- g. YFM reserves the right to deny content that does not comply with platform-specific social media community guidelines

## **13. DIGITAL CAMPAIGNS**

- a. The Client shall:
  - i. Provide YFM with a client brand kit (logos, digital collateral, stings, opening and closing boards, link to social media accounts) ahead of a campaign via Google Drive
  - ii. Provide material at least 48 hours before publication to ensure that scheduling takes place in advance and to ensure optimal performance

- iii. Provide briefs for in-studio video content deliverables at least 48 hours before the launch of the campaign-:
- b. YFM shall
  - i. Provide PCAs within 10 business days, subject to live campaigns at the time, at the end of the campaign
  - ii. Provide quarterly campaigns for Always On sponsorships should it be required by the Client

#### **14. OUTSIDE BROADCASTS/ACTIVATIONS/ LIVE CROSSINGS**

- a. The Client shall brief YFM within a period agreed upon between the parties should specific content be required
- b. The Client shall provide shot lists and key messaging expectations when videos are required, subject to the campaign

#### **15. INTELLECTUAL PROPERTY**

- a. Unless otherwise agreed in writing:
  - i. YFM retains ownership of all original creative materials that it has developed
  - ii. Clients are granted a limited, non-exclusive licence to use content for the agreed campaign duration and platform.
- b. Material supplied by the Client must be owned or licensed by the Client.
- c. The Client indemnifies YFM against any intellectual property claims arising from such materials.
- d. No content may be reused, repurposed, or extended beyond the agreed scope without written consent from YFM.

#### **16. INFLUENCERS, TALENT AND PRESENTERS**

- a. Influencers, talent and presenters will be selected by YFM and participation is subject to their availability and contractual terms.
- b. YFM shall not be held liable for the opinions, statements, conduct, or actions of third-party influencers, talent, or presenters outside of the specific content, deliverables, or campaign requirements agreed to in writing between YFM and the Client.
- c. Views, comments, or content expressed by such influencers on their personal platforms, media appearances, or public engagements that fall outside the scope of the agreed campaign content shall be deemed to be their own and not those of YFM.
- d. The Client acknowledges that influencers operate independent personal platforms and audiences, and YFM does not exercise control over or assume responsibility for influencer activity beyond the approved campaign content and deliverables.
- e. Influencer content will comply with advertising disclosure requirements, including #Ad, #Sponsored, or equivalent tags.
- f.

#### **17. PAYMENTS**

- a. Social media rates shall be based on South African benchmarks for follower count, reach, impressions
- b. YFM influencer rates shall be based on South African benchmarks

- c. Additional fees will be incurred for social media collaborator posts and/or endorsements with YFM presenters
- d. Paid media rates:
  - i. Boosted posted shall be costed at 5% of paid digital investments, at the request of the Client
  - ii. A boosting management fee shall be costed at 10% of paid digital investment, where applicable

## **18. PERFORMANCE, METRICS & REPORTING**

- a. Digital performance metrics (reach, impressions, engagement, clicks) are influenced by third-party platforms and algorithms.
- b. YFM does not guarantee specific performance outcomes unless expressed in writing.
- c. Reports will be provided based on available platform analytics and industry-standard measurement tools.

## **19. MATERIAL AND PROPERTY LIABILITY**

- a. Neither party shall be liable for any loss suffered by the other party arising out of delay or in prevention of performance of the party's obligations due to any cause beyond its reasonable control (ie. Acts of God, satellite failure, war (declared or undeclared), strikes, riots, political insurrection, rebellion, revolution, flood, fire, earthquake, prohibition of import, acts or orders of government etc.) "Force Majeure". Should the circumstances persist for a period exceeding 30 days the Parties shall endeavour in good faith to agree on an alternative basis for achieving the objects of this Agreement failing which, either Party may terminate this Agreement upon written notice, and make financial adjustment between them as may be equitable. Client acknowledges that, YFM will be unable to refund the client but will give airtime value to Client should such eventuality occur.
- b. Should YFM fail to publish the advertising material for reasons within its control, YFM shall compensate the client for the exact amount accordingly, and such compensation shall be given in airtime and no monetary refund shall be passed.

## **20. WARRANTIES AND INDEMNITIES**

- a. The client warrants that:
  - i. all material provided to YFM is compliant with the relevant legislation and does not infringe any intellectual property right or any other right of any third party.

## **21. PERSONAL INFORMATION**

- a. "Personal information" has the meaning assigned to it the Protection of Personal Information Act 4 of 2013.

- b. The Client hereby consents to YFM processing its personal information for purposes of this agreement.
- c. The Client shall fully comply with the statutory obligations contained in POPI and shall process all any information and/or personal data in respect of the services being rendered in accordance with POPI and only for the purpose of providing the services as set out in the agreement

## **22. CESSION OR ASSIGNMENT OF RIGHTS**

- a. The Client shall not be entitled to cede, transfer or assign any rights duties or obligations to any third party without the written consent from an authorized person at YFM.

## **23. VARIATION AND CANCELLATION**

- a. No agreement varying, adding to, deleting from or cancelling this agreement, and no waiver whether specifically, implicitly or by conduct of any right to enforce any term of these terms and conditions or the main agreement, shall be effective unless reduced to writing in the form of an addendum and signed by and on behalf of all parties.

## **24. TERMINATION**

- a. This agreement shall terminate at the end of the period of the agreement as stipulated in the Main Agreement.
- b. Either Party may terminate this Agreement at any time by giving notice in writing to the other Party if:
  - i. The other Party has committed a material breach of any of its obligations under the Agreement which is incapable of remedy; or
  - ii. The other Party has committed a material breach of an obligation to pay money hereunder which the other Party has not remedied within thirty (30) days of receipt of written notice to do so; or
  - iii. The other Party has committed a material breach of any of its obligations under the Agreement which is capable of remedy and which the other Party has not remedied within thirty (30) days of receipt of written notice to do so; or
  - iv. Proceedings are started for the other Party's winding up, dissolution or re-organization (otherwise than while solvent and for the purpose of a bona fide reconstruction or amalgamation) or for the appointment of a receiver, trustee or similar officer of any or all of the other Party's revenue or assets; or
  - v. The other Party ceases to carry on business or suffers any execution or distress over a material part of its assets; or
  - vi. The other Party becomes bankrupt or insolvent or files any application, petition or action for relief under any bankruptcy, insolvency or moratorium law; or
  - vii. The other Party suffers any similar event of insolvency or bankruptcy under the terms of the jurisdiction of its domicile.

## **25. DOMICILIUM CITANDI ET EXECUTANDI**

- a. The parties choose as their domicilia citandi et executandi for all purposes under this agreement, whether in respect of court process, notices or other documents or communications whatsoever nature the following addresses:-
  - i. YFM: Dunkeld Crescent South West Blocks, 4 Albury Road, Dunkeld West Extension 8, Sandton.
  - ii. Client: As specified in main agreement.
- b. Any notice or communication required or permitted to be given in terms of this agreement shall be valid and effective only if given in writing but it shall be competent to give notice by address.
- c. Either party may by notice to the other change the physical address chosen as its domicilium citandi et executandi to another physical address, provided that the change will only become effective on the seventh day after receipt of the notice by the addressee.
- d. Any notice to a party which is:
  - i. Sent via registered post in a correctly addressed envelope to it at its domicilium citandi et executandi shall be deemed to be received on the seventh day after posting (unless the contrary is proved); or
  - ii. Delivered by hand to a responsible person during ordinary business hours at its domicilium citandi et executandi shall be deemed to have been received on the day of delivery; or
  - iii. Transmitted by email to its chosen email address chosen (if any) stipulated in the attached form shall be deemed to have been received on the date of transmission (unless the contrary is proved).

## **26. DISPUTE RESOLUTION**

- a. The parties agree and consent to the Jurisdiction of the Magistrates Court in all proceedings arising out of or in connection with this agreement notwithstanding that the proceedings may otherwise exceed the jurisdiction of the magistrate's court.

## **27. ENTIRE AGREEMENT**

- a. This agreement constitutes the entire agreement between the parties with regard to the matters dealt with herein and no representations, terms, conditions or warranties expressed or implied not contained in this agreement shall be binding on the parties.

## **28. LIMITATION OF LIABILITY**

- a. In no event shall either party be liable to the other for consequential damages, loss of profit or income, irrespective of cause of action and howsoever arising.

## **29. WARRANTY OF AUTHORITY**

- a. Each of the persons signing on behalf of the Parties to this Agreement warrants that each Party acts as principal (and not as agent for an undisclosed principal) and has the full power, authority and legal right

to execute, deliver and perform their obligations imposed on it in terms of this Agreement and will be duly authorised by all the necessary action of the Party concerned and its officers and officials and that any obligations arising from this Agreement are valid and binding on the Party concerned.

**30. SEVERABILITY**

- a. for any reason any provision of this Agreement is held invalid, all other provisions of this Agreement shall remain in full force and effect.