

VALENTINES CAMPAIGN PROMOTION

PESALINK

[Terms and Conditions](#)

1. The Promotion:

The Valentines Promotion will run from 1st Feb to the 14th Feb 2024 and by participating in this Promotion, you will be deemed to have read, understood, and accepted to be bound by these terms and conditions.

2. Eligibility:

- a) The Campaign is open to all new and existing clients of PesaLink during the campaign program period.
- b) This Promotion is NOT applicable for:
 - o All PesaLink and Kenya Bankers Association (KBA) staff, including their immediate family members.
 - o PesaLink contractors and their immediate family members
 - o Partners affiliated with PesaLink including Board Members and their employees and immediate family members.

3. Participate:

- a) Send money with PesaLink to participate in the campaign
- b) Limited to Individual payments
- c) You can only win once during the period.
- d) Include reason for payment as 'Valentines'

4. How to win

- a) Send any amount to a friend or a loved one Include the narration 'Valentine' as a reason for payment. The 14th person to transact from an individual account after 5pm will be selected as the daily winner.
- b) The winner will be notified via SMS/ email/Phone call about their selection by their bank.
- c) The vouchers for the dinners will be collected in person at the PesaLink offices at International House 7th Floor, Mama Ngina Street or at the venue.

5. Prize

- a) The prize will be a delightful dinner for two

6. Campaign period

- a) The campaign program will run for 10 days from 0800 hours on 1st Feb 2024 to 2359 hours to 14th Feb 2024 ("campaign program period").

7. Issuing of Reward

- a) The winners will be notified by SMS/Email/Phone using the contact information provided during the transaction by their bank.
- b) The winners will be announced at the end of the campaign period to collect their vouchers before the month ends when the vouchers are valid.
- c) The winner must respond to the notification within a specified time period of 48hrs to claim their prize.
- d) If the winner fails to respond within the given time frame, an alternate winner may be selected from the remaining eligible entries.
- e) The winners must present some form of identification i.e., National ID, Passport, Driving License and the confirmation of transaction to claim their prize.

8. Disqualification:

- a) Any participant found to be in violation of the campaign rules or engage in any fraudulent activities will be disqualified.
- b) The campaign organizers reserve the right to disqualify any participant without providing a reason.

9. General Terms

- a) Participants agree to abide by these campaign rules and decisions made by the campaign organizers.
- b) The campaign organizers reserve the right to modify or cancel the campaign at any time, without prior notice.
- c) The campaign organizers are not responsible for any technical issues, delays, or errors that may occur during the campaign.
- d) By participating in the campaign, participants grant the campaign organizers the right to use their names and images for promotional purposes.

10. Privacy

a) Definition

“Personal Information” means personal identifiable information as prescribed in the Data Protection Act which includes but is not limited to name, address, phone number, identification number, account number, location data.

PUBLIC

b) Collection of Information

We are required by law to collect certain personal information and are legally obligated to deny you the service if such information is not available.

Apart from the legal obligation, we also need to collect your personal information for quality service delivery. Please note that although this is voluntary, without such information, we may not be able to provide the service associated with this campaign program.

c) Privacy

We are committed to respecting and protecting the privacy of the information we collect from you. Our privacy statement, as updated from time to time and available on PesaLink website, explains how we treat your personal information, who we share your information with and measures taken to protect your privacy when you transact on PesaLink.

11. Extension of Terms

a) PesaLink reserves the right to amend or vary these terms and conditions or to withdraw the campaign program at any time. In any of these events, notice will be given via SMS to PesaLink subscribers and will be effective immediately or as at the date referred in such notification.

b) The terms and conditions are available on PesaLink website at:

https://www.pesalink.co.ke/downloads/valentines_promotion_terms_and_conditions.pdf