

# **McDonald's South Africa - Fresh Start: 28 Days of Appiness Terms & Conditions**

## **1. Promotion Overview**

1.1. The "Fresh Start" Promotion ("Promotion") is organized by McDonald's South Africa ("Promoter").

1.2. The Promotion will run from **1 February 2025 to 28 February 2025**, inclusive ("Promotion Period").

1.3. The Promotion aims to excite and reward App users with exclusive deals, merchandise, and non-food rewards throughout the Promotion Period.

## **2. Eligibility**

2.1. The Promotion is open to all South African residents aged 18 years or older who are registered McDonald's App users.

2.2. The following are not eligible to participate: (i) a director, member, partner, employee or agent of, or consultant to the Promoter, or any other person who directly or indirectly controls or is controlled by the Promoter, or (ii) a supplier of good or services in connection with the Promotion.

2.3. By participating, entrants agree to these Terms and Conditions.

## **3. How to Participate**

3.1. Download the McDonald's App, register, and participate in daily activities, including claiming deals, unlocking rewards, and engaging with in-App promotions during the Promotion Period.

3.2. Exclusive offers will only be available for selected menu items that appear on the app for the promotions specified period of time i.e. 1 day.

3.3. Users have the chance to unlock limited-edition McDonald's merchandise and non-food rewards, including airtime, streaming subscriptions and rewards vouchers.

3.4. Loyalty program members will earn double points on designated special days during the Promotion.

#### **4. Cash Prizes**

4.1. Participants stand a chance to win a share of **R125,000 in cash prizes**.

4.2. Winners will be selected and announced twice during the Promotion period:

- **Mid-month Cash Draw: R25 000 (5 winners will each win R5000)**

Eligible participants will be MyM App Users who have redeemed the most daily offers/rewards/merch during the first 14 days of February 2025. The top 20 redeemers will go into a lucky draw and 5 winners will be selected.

- **Grand Prize - Month-End Cash Draw: R100 000 (10 winners will each win R10 000)**

Eligible participants will be MyM App Users who have redeemed the most daily offers/rewards/merch during the full month of February 2025. The top 40 redeemers will go into a lucky draw and 10 winners will be selected.

4.3. Contacting the 28 Days of Appiness Winners:

- McDonald's will notify each winner either telephonically, SMS or by way of e-mail. Winners will be notified via the contact details provided in their McDonald's App profile.
- The winner(s) will be contacted within 14 days of the specified draw periods i.e. after the 14<sup>th</sup> of February for the mid-month cash draw and the 28<sup>th</sup> of February 2025.
- If, the winner(s) cannot be reached after 3 (three) contact attempts within a period of 72 (seventy-two) hours, for any reason whatsoever, the prize will be forfeited, and another winner will be selected at the sole and absolute discretion of the Promoter.
- Cash prize winner(s) will be required to provide their names, the region or province they are from, photos and their social media handles (Facebook, X, Instagram, TikTok, etc.) for announcement on Mcdonald's social media platforms and/or for press purposes.
- Winner(s) must be able to identify themselves in a manner determined by the Promoter as the participant in the competition. In support of this, the Promoter will require the winner(s) to complete and submit an information disclosure agreement and indemnification to enable the Promoter to ensure

compliance with these competition rules and the Consumer Protection Act (No. 68 of 2008).

- Should any winner refuse or be unable to comply with this disclosure request, and/or provide the Promoter with proof of their bank account, for any reason whatsoever, such winner will be deemed to have rejected the prize(s) and it shall be forfeited by the participant.
- The Promoter reserves the right to withhold a prize(s) until it is satisfied that the claim by the winner(s) is valid.
- The Promoter may refuse to award the prize(s) if these Competition Rules have not been adhered to or if it detects any irregularities or fraudulent practices.
- Winner(s) will be advised on arrangements in respect of delivery of their prize(s), at the point at which they are informed that they are a winner.
- The Cash Prize(s) will be paid out to the winner(s) bank account.

## **5. Prize Redemption**

5.1. Offers, rewards and merchandise must be redeemed via the McDonald's App during the Promotion Period and are subject to availability.

5.2. Non-food rewards, including airtime and other rewards vouchers, will be sent directly to winners electronically. These rewards are managed by a third party and are subject to the Terms and Conditions set out on their platform.

5.3. Merchandise is subject to availability, images used in this Promotion are for visual representation and may differ from store to store.

## **6. General Terms**

6.1. The Promoter's decision regarding all aspects of the Promotion is final and binding, and no correspondence will be entered into.

6.2. The Promoter reserves the right to modify or terminate the Promotion at any time without prior notice due to unforeseen circumstances.

6.3. Rewards are non-transferable and cannot be exchanged for cash, except for designated cash prizes.

6.4. The Promoter assumes no responsibility for system failures, network issues, or other interruptions that may hinder participation.

In administering this Promotion, the Promoter may collect personal information from you and, unless it has first obtained your consent, the Promoter (i) will not collect more of your personal information than it needs for the purpose of administering and analysing this Promotion and carrying out publicity as stated in these Rules, (ii) will only use your personal information for that purpose which may include transferring your personal information to its associates, and (iii) will not transfer your personal information outside South Africa unless it is permitted to do so under South Africa law. Selected partners of the Promoter (depending upon the nature of the prize and whether in addition to or in place of your providing personal data to the Promoter) may require you to provide to those partners personal data in connection with claiming/redeeming prizes and you should satisfy yourself with the privacy policies of such partners, as the Promoter does not accept any responsibility for them.

Subject to obtaining your prior approval, you agree that the Promoter and its successors, assigns may use your name, voice, and likeness and any statements made by or attributed to you relating to the Promotion in any and all media, now known or hereafter devised, in perpetuity and through-out the universe for advertising, marketing, publicity and promotional purposes in connection with the Promotion without compensation, which potentially may include participation in a photo shoot determined at the sponsors discretion, and you release the Promoter and the Prize Sponsors from any liability arising from such use, including, without limitation, claims for invasion of privacy, infringement of your right of publicity and defamation.

## **7. Publicity and Personal Information**

7.1. By participating, winners consent to the use of their names and images for promotional purposes without additional compensation.

7.2. Personal information will be handled in accordance with the Promoter's Privacy Policy and the Protection of Personal Information Act (POPIA).

## **8. Queries**

For any queries or assistance, please contact McDonald's South Africa Customer Support on 0860 623 623 or email [customer.care@za.mcd.com](mailto:customer.care@za.mcd.com).