

DATED

January 2017

MOBILE / COMPUTER APPLICATION END-USER LICENCE AGREEMENT

Between:

END-USER

and

AFRICAN DIGITAL CONTENT HOLDINGS LIMITED

THIS AGREEMENT is dated 1 January 2017

PLEASE READ CAREFULLY BEFORE DOWNLOADING OR STREAMING THE APP FROM THIS WEBSITE.

This end-user licence agreement (“**the Agreement**”) is a legal agreement between you (**End-user** or **you**) and African Digital Content Holdings Limited of Suite 510, 5th Floor Barkly Wharf, Le Caudan Waterfront, Port Louis, Mauritius (**Licensor, us** or **we**) for:

- IDEA application software (**App**); and
- IDEA content (**Content**).

We licence use of the App and Content to you on the basis of this AGREEMENT. We do not sell the App or Content to you. We and/or the owners of the App and Content remain the owners of the App and Content at all times.

Important notice:

- By downloading the App from this website or clicking on the "Accept" button below you agree to the terms of the licence which will bind you. The terms of the licence include, in particular, limitations on liability in condition 7.
- If you do not agree to the terms of this licence, we will not license the App and Content to you and you must stop the downloading or streaming process (as applicable) now by clicking on the "Cancel" button below. In this case the downloading or streaming process will terminate.

You should print a copy of this AGREEMENT for future reference.

AGREED TERMS

1. ACKNOWLEDGEMENTS

- 1.1. The terms of this AGREEMENT apply to the App or any of the services accessible through the App (**Services**), including any updates or supplements to the App or any Service, unless they come with separate terms, in which case those terms apply. If any open-source software is included in the App or any Service, the terms of an open-source licence may override some of the terms of this AGREEMENT.
- 1.2. We may change these terms at any time by notifying you of a change when you next start the App. The new terms may be displayed on-screen and you may be required to read and accept them to continue your use of the Services.
- 1.3. From time to time updates to the App may be issued through the Appstore. Depending on the update, you may not be able to use the Services until you

have downloaded or streamed the latest version of the App and accepted any new terms.

- 1.4. You will be assumed to have obtained permission from the owners of the mobile telephone or handheld devices that are controlled, but not owned, by you and described in condition 2.2(a) (**Devices**) and to download or stream a copy of the App onto the Devices. You and they may be charged by your and their service providers for internet access on the Devices. You accept responsibility in accordance with the terms of this AGREEMENT for the use of the App or any Service on or in relation to any Device, whether or not it is owned by you.
- 1.5. By using the App or any of the Services, you consent to us collecting and using technical information about the Devices and related software, hardware and peripherals for Services that are internet-based or wireless to improve our products and to provide any Services to you.
- 1.6. The App or any Service may contain links to other independent third-party websites (**Third-party Sites**). Third-party Sites are not under our control, and we are not responsible for and do not endorse their content or their privacy policies (if any). You will need to make your own independent judgement regarding your interaction with any Third-party Sites, including the purchase and use of any products or services accessible through them.
- 1.7. Any words following the terms **including, include, in particular** or **for example** or any similar phrase shall be construed as illustrative and shall not limit the generality of the related general words.

2. GRANT AND SCOPE OF LICENCE

- 2.1. In consideration of you agreeing to abide by the terms of this AGREEMENT, we grant you a non-transferable, non-exclusive licence to use the App on the Devices, subject to these terms, the Privacy Policy and the Appstore Rules, incorporated into this AGREEMENT by reference. We reserve all other rights.
- 2.2. You may:
 - (a) download or stream a copy of the App onto a device and to view, use and display the App on the Devices for your personal purposes only; and
 - (b) use the Content for your personal purposes only.

3. LICENCE RESTRICTIONS

Except as expressly set out in this AGREEMENT or as permitted by any local law, you agree:

- (a) not to copy the App or Content except where such copying is incidental to normal use of the App, or where it is necessary for the purpose of back-up or operational security;
- (b) not to rent, lease, sub-license, loan, translate, merge, adapt, vary or modify the App or Content;
- (c) not to make alterations to, or modifications of, the whole or any part of the App, or permit the App or any part of it to be combined with, or become incorporated in, any other programs;
- (d) not to disassemble, decompile, reverse-engineer or create derivative works based on the whole or any part of the App or attempt to do any such thing;
- (e) to keep all copies of the App secure and to maintain accurate and up-to-date records of the number and locations of all copies of the App;
- (f) not to provide or otherwise make available the App in whole or in part (including object and source code), in any form to any person without prior written consent from us; and
- (g) to comply with all technology control or export laws and regulations that apply to the technology used or supported by the App or any Service (**Technology**).

4. **ACCEPTABLE USE RESTRICTIONS**

You must:

- (a) not use the App or any Service in any unlawful manner, for any unlawful purpose, or in any manner inconsistent with this AGREEMENT, or act fraudulently or maliciously, for example, by hacking into or inserting malicious code, including viruses, or harmful data, into the App, any Service or any operating system;
- (b) not infringe our intellectual property rights or those of any third party in relation to your use of the App or any Service (to the extent that such use is not licensed by this AGREEMENT);
- (c) not transmit any material that is defamatory, offensive or otherwise objectionable in relation to your use of the App or any Service;
- (d) not use the App or any Service in a way that could damage, disable, overburden, impair or compromise our systems or security or interfere with other users; and
- (e) not collect or harvest any information or data from any Service or our systems or attempt to decipher any transmissions to or from the servers running any Service.

5. DATA RIGHTS

All data (which includes but is not limited to: personal information, profile details, results, usage, reports) records, and reports relating to your use of the App, whether in existence at the Execution Date hereof or compiled thereafter in the course of your use of the App, shall be exclusively owned by the Licensor and you indicate by accepting these terms that you grant an express or implied ownership of, interest in or license to PROVIDER and/or its subcontractors relating to such Records insofar that it is necessary to perform and provide the Services or use of the App subject at all times to the terms of the Privacy Policy, a copy of which is found at the end of these Terms and Conditions.

6. INTELLECTUAL PROPERTY RIGHTS

- 6.1. You acknowledge that all intellectual property rights in the App, the Content and the Technology anywhere in the world belong to us or our licensors, that rights in the App are licensed (not sold) to you, and that you have no rights in, or to, the App, the Content or the Technology other than the right to use each of them in accordance with the terms of this AGREEMENT.
- 6.2. You acknowledge that you have no right to have access to the App in source-code form.

7. NO WARRANTY OR SUPPORT

- 7.1. You expressly acknowledge and agree that use of the App and any Content and Services provided is at your sole risk and that the entire risk as to satisfactory quality, performance, accuracy and effort is with you.
- 7.2. To the maximum extent permitted by applicable law, the App and Content and Services are provided "as is" and "as available", with all faults and without warranty of any kind, and we hereby disclaim all warranties and conditions with respect to the App, Content and Services, either express, implied or statutory, including, but not limited to, any implied warranties and/or conditions of merchantability, of satisfactory quality, of fitness for a particular purpose, of accuracy, of quiet enjoyment, and non-infringement of third party rights. We do not warrant against interference with your enjoyment of the App or Content, that the functions contained in the App or Services will meet your requirements, that the operation of the App or Services will be uninterrupted or error-free, or that defects in the App or Services will be corrected. No oral or written information or advice given by us or our authorised representative shall create a warranty. Should the App or Services prove defective, you assume the entire cost of all necessary servicing, repair or correction.

8. LIMITATION OF LIABILITY

- 8.1. You acknowledge that the App has not been developed to meet your individual requirements, and that it is therefore your responsibility to ensure that the facilities and functions of the App as described in the Content meet your requirements.
- 8.2. We only supply the App and Content for domestic and private use. You agree not to use the App and Content for any commercial, business or resale purposes, and we have no liability to you for any consequential loss including any loss of profit, loss of business, business interruption, or loss of business opportunity or otherwise.
- 8.3. Our maximum aggregate liability under or in connection with this AGREEMENT (including your use of any Services) whether in contract, delict (including negligence) or otherwise, shall in all circumstances be limited to R100.

9. TERMINATION

- 9.1. We may terminate this AGREEMENT immediately by written notice to you:
 - (a) if you commit a material or persistent breach of this AGREEMENT which you fail to remedy (if remediable) within 14 days after the service of written notice requiring you to do so;
 - (b) if you breach any of the Licence Restrictions or the Acceptable Use Restrictions; and
 - (c) on thirty days notice.
- 9.2. On termination for any reason:
 - (a) all rights granted to you under this AGREEMENT shall cease;
 - (b) you must immediately cease all activities authorised by this AGREEMENT;
 - (c) you must immediately delete or remove the App from all Devices, and immediately destroy all copies of the App and Content then in your possession, custody or control and certify to us that you have done so.

10. COMMUNICATION BETWEEN US

- 10.1. If you wish to contact us in writing, or if any condition in this AGREEMENT requires you to give us notice in writing, you can send this to us by e-mail at info@myideafrica.com. We will confirm receipt of this by contacting you in writing, normally by e-mail.

10.2. If we have to contact you or give you notice in writing, we will do so by e-mail to the email address you provide to us in your request for the App.

11. EVENTS OUTSIDE OUR CONTROL

11.1. We will not be liable or responsible for any failure to perform, or delay in performance of, any of our obligations under this AGREEMENT that is caused by any act or event beyond our reasonable control, including failure of public or private telecommunications networks (**Event Outside Our Control**).

11.2. If an Event Outside Our Control takes place that affects the performance of our obligations under this AGREEMENT:

- (a) our obligations under this AGREEMENT will be suspended and the time for performance of our obligations will be extended for the duration of the Event Outside Our Control; and
- (b) we will use our reasonable endeavours to find a solution by which our obligations under this AGREEMENT may be performed despite the Event Outside Our Control.

12. OTHER IMPORTANT TERMS

12.1. We may transfer our rights and obligations under this AGREEMENT to another organisation, but this will not affect your rights or our obligations under this AGREEMENT.

12.2. You may only transfer your rights or obligations under this AGREEMENT to another person if we agree in writing.

12.3. If we fail to insist that you perform any of your obligations under this AGREEMENT, or if we do not enforce our rights against you, or if we delay in doing so, that will not mean that we have waived our rights against you and will not mean that you do not have to comply with those obligations. If we do waive a default by you, we will only do so in writing, and that will not mean that we will automatically waive any later default by you.

12.4. Each of the conditions of this AGREEMENT operates separately. If any court or competent authority decides that any of them are unlawful or unenforceable, the remaining conditions will remain in full force and effect.

12.5. Please note that this AGREEMENT, its subject matter and its formation, are governed by South African law. You and we both agree that the courts of South Gauteng will have non-exclusive jurisdiction.

This agreement has been entered into on the date that the licensee first logged into the App.

PRIVACY POLICY

ADCH operates m.ideaonline.com (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

We use your Personal Information to create, develop, operate, deliver, and improve our products, services, content and advertising. By using the Site, you agree to the collection and use of information in accordance with this policy.

Information Collection And Use

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to your name ("Personal Information"). We may use your personal information, including date of birth, to verify identity, assist with identification of users, and to determine appropriate services.

Log Data

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data").

This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this.

Communications

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information.

Cookies

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Security

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

Changes To This Privacy Policy

This Privacy Policy is effective as of 1 May 2017 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after

we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

Contact Us

If you have any questions about this Privacy Policy, please contact us.