

TERMS & CONDITIONS — “VAMOS ARGENTINA” FAN EXPERIENCES

Last updated: 15 January 2026

1) Summary & Acceptance

These Terms & Conditions (“**Terms**”) govern your access to and use of the Vamos Argentina fan engagement platform (the “**Platform**”), which hosts official fan experiences of the Argentine National Football Team operated in collaboration with the Argentine Football Association (“**AFA**”). The Platform and Experiences are powered and operated by Verofax and may include participation from various sponsors and brand partners (collectively, “**Sponsors**”).

By accessing or using the Platform, creating an account, participating in an Experience, submitting content, or claiming a prize, you agree to these Terms and to our Privacy Notice and Cookies Notice (together, the “**Policies**”). If you do not agree to these Terms or the Policies, you must not access, register for, or use the Platform.

2) Definitions

For the purposes of these Terms, the following definitions apply:

- **AFA:** Argentine Football Association, the national governing body for football in Argentina.
- **Organizer / We / Us:** Verofax and its affiliates operating the Platform for and with AFA and Sponsors.
- **User / You:** A natural person using the Platform.
- **Platform:** The Vamos Argentina fan engagement platform (including any website, mobile web, app, QR experiences, APIs, and related services).
- **Experience(s):** The interactive fan experiences made available on the Platform (for example: Guess the Goal, Find the Brand, Spot the Ball, Snap with the Stars, Hold the Trophy, Stadium Selfie, Dance with the Stars, Wear the Jersey, Step into Players’ Boots, Cheer with Product, Sing Anthem), including any future experiences added to the Platform.
- **Activation:** A time-bound window in which an Experience is playable (for example daily, match-linked, or campaign-linked).
- **Scoring Rules:** The rules for gameplay scoring, social scoring, and tie-breakers published on the Platform and/or within the relevant Experience.
- **Leaderboard:** Rankings calculated under the Scoring Rules, including **daily** and **phase-based** leaderboards, and any Experience-specific and overall leaderboards that may be published.

- **Phase A:** The campaign phase running from **1 February 2026 to 30 April 2026** (inclusive).
- **Phase B:** The campaign phase running from **1 May 2026 to 31 July 2026** (inclusive).
- **Prizes:** Rewards made available under the Prize Rules (for example: VIP trips, tickets, meet & greet opportunities, TVs, merchandise, signed jerseys/collectibles, AFA Play subscriptions, brand coupons/vouchers). For clarity, **personalized video message** is **not** a prize item.
- **Prize Rules:** The prize inventory, allocation logic, eligibility criteria, verification requirements, and roll-down rules published on the Platform from time to time.
- **UGC (User-Generated Content):** Content you submit or generate via the Platform (including images, video, audio, text, captions, handles, prompts, and other inputs/outputs).
- **Sponsor Experience:** Any Experience or Activation that is sponsored, includes sponsor branding, sponsor offers, or sponsor-linked actions.
- **Device Permissions:** Permissions requested from your device (for example camera, microphone, photo library/storage) to enable specific Experiences.
- **KYC:** Identity, age, and/or eligibility verification steps required for certain prizes.
- **Third-Party Services:** External services used to operate the Platform (including hosting, analytics, security, authentication, content moderation, AI/ML providers, and prize fulfilment providers).

3) Eligibility & Territory

3.1 Age: The Platform is for adults **18+** (or the age of majority in your jurisdiction, if higher). By using the Platform you confirm that you meet this requirement.

3.2 Location: The Platform is offered globally where lawful. Certain Experiences, features, Activations, or Prizes may be geofenced or restricted by local law, venue rules, Sponsor policies, or operational constraints.

3.3 Prohibited Persons: You must not be on any applicable sanctions list and must comply with export control and sanctions laws.

4) Accounts & Security

4.1 Registration: You must provide email, country, username, and name (phone optional) and authenticate via password or one-time code (OTP) where enabled. You represent that all information is accurate and kept up to date.

4.2 One Person, One Account: Do not create multiple accounts or share credentials.

4.3 Security: You are responsible for safeguarding your account and for all activity under it. Contact us at info@verofax.com if you suspect unauthorized use.

5) Official Nature of the Experiences

5.1 The Experiences are official AFA fan experiences, operated by the Organizer powered by Verofax with Sponsors. Use of AFA names, logos, player likenesses and tournament references is under AFA authorization.

5.2 The Platform may display Sponsor logos and branded assets. Brand placements and promotions are part of the official program.

6) Device Permissions & Safety

6.1 Some Experiences require device camera, microphone, and/or photo library/storage access. You consent to such access when you start those Experiences and grant the relevant permission on your device.

6.2 You are responsible for using the Platform safely (for example: do not use while driving, respect venue rules, be aware of surroundings). The Organizer is not liable for injuries or losses arising from unsafe use or misuse.

7) Playing, Attempts & Scoring

7.1 One Attempt per Activation: Each Experience allows one (1) attempt per user per Activation unless the Platform explicitly states otherwise.

7.2 System Time: Activations and leaderboards operate on **UTC**; the UI may display local equivalents for convenience.

7.3 Match-Linked Experiences: Some Experiences open on a countdown before kickoff and may run past midnight UTC; all scoring and attribution remain tied to the UTC date on which the match started.

7.4 Gameplay Scoring: Gameplay is scored at submission according to Scoring Rules published on the Platform (including accuracy tiers, time proximity, eligibility checks).

7.5 Social Scoring: Social scoring follows Unified Social Share Scoring: **Channel Bonus (max 300) + Engagement Points (max 700)**. Social engagement is measured for **24 hours after submission** and then frozen.

7.6 Leaderboards (Updated):

- **Daily:** 00:00–23:59 UTC; results published after the 24h social window (typically Day+2).
- **Phase Leaderboards:** Cumulative totals within **Phase A** and **Phase B**, as applicable.
- **Experience & Overall:** Continuous cumulative totals within the relevant period (daily, phase, or campaign) as shown on the Platform.

For clarity: **weekly and monthly leaderboards may not be used for winner selection** and may be removed or shown purely for informational purposes. Any winner determination will follow the **Prize Rules** published for the relevant Phase.

7.7 Tie-Breakers (in order): (i) higher total Gameplay points; (ii) more unique platforms shared; (iii) earlier submission timestamp; (iv) audited random draw.

7.8 Anti-Manipulation: Artificial inflation of engagement, botting, collusion, spam, farmed likes/views, or any fraudulent behavior results in disqualification, score nullification, suspension, or banning.

8) Prizes & Winner Selection (Updated)

8.1 Phases & Cadence (Updated):

- **Phase A: 1 Feb 2026 – 30 Apr 2026.** Phase-end prizes are finalized after Phase A ends, subject to eligibility and verification.
- **Phase B: 1 May 2026 – 31 Jul 2026.** Phase-end prizes are finalized after Phase B ends, subject to eligibility and verification.

There are no weekly or monthly winners.

8.2 Prize Allocation & Publication: Prize inventory, prize quantities, and allocation logic are published in the Platform's Prizes section and/or relevant Experience screens and may include: VIP trips, matchday tickets, meet & greet, TVs, merchandise, signed jerseys/collectibles, AFA Play subscriptions, and Sponsor coupons/vouchers.

Personalized video messages are not included as prize items.

8.3 Overall / Phase-Based Winner Logic: Winner selection follows the **Phase leaderboard and/or criteria specified in the Prize Rules** (for example: overall phase ranking, Experience-top ranking, social impressions ranking, Sponsor Experience criteria), all subject to eligibility and verification.

8.4 One-Prize-Per-Tier & Roll-Down: If a user qualifies for multiple awards in the same period, the higher-tier prize is granted and the lower rolls down to the next eligible rank. Campaign caps remain:

- max **1 TV** per user across the campaign;
- max **1 signed jersey/collectible** per user across the campaign;
- max **2 merchandise** per user across the campaign;
unless the Prize Rules explicitly state otherwise.

8.5 Eligibility, Verification & KYC: Winners must complete KYC where required (identity verification, age confirmation, and any travel/visa requirements). Failure within **7 days** of notification may forfeit the prize, which passes to the next eligible user.

8.6 Taxes & Costs: Winners are responsible for any applicable taxes, duties, visa fees, travel documents, insurance, and incidental costs not expressly stated as included.

8.7 Prize Substitution / Regional Restrictions: If a prize is unavailable or restricted by law/venue/sponsor policy in your region, an item of equal or greater approximate retail value may be substituted.

8.8 Brand Coupons: Sponsor discount coupons/vouchers are subject to availability & facilitation by the sponsor and are awarded to the highest scorers in the relevant Sponsor Experience (or as communicated if otherwise different allocation rule apply) for the applicable period, as published; quantities vary by Sponsor pool.

8.9 Publication: Winners' username, country, and prize may be publicly announced on the Platform and/or AFA/Sponsor channels.

8.10 Operational Changes: The leaderboard and prize allocation logic, including timelines, may be modified in limited circumstances for operational, legal, security, or fairness reasons. Any material changes will be reflected in the Platform's published Prize Rules.

9) User-Generated Content (UGC) & Licensing

9.1 Your Rights: You retain ownership of UGC you submit.

9.2 License to Organizer & Partners: You grant the Organizer, AFA, and Sponsors a worldwide, perpetual, irrevocable, royalty-free, transferable, and sublicensable license to host, store, reproduce, modify (e.g., transcode, resize, overlay branding), adapt, publish, translate, create derivative works, publicly perform and display, and otherwise use your UGC in connection with the Platform, AFA channels, and promotion of the Experiences and Sponsors across all media now known or later developed.

9.3 Name/Likeness Release: You consent to the use of your name, username, image, voice, and likeness captured or submitted via the Platform for the above purposes, without additional payment, to the maximum extent permitted by law.

9.4 Moral Rights: To the extent permitted by law, you waive and agree not to assert any moral rights in your UGC as against the Organizer, AFA, and Sponsors.

9.5 Your Responsibilities: You represent that your UGC (i) is your original work or you have all permissions; (ii) does not infringe any third-party rights; (iii) is lawful and not harmful, hateful, misleading, defamatory, harassing, or obscene; (iv) does not contain personal data of others without their consent; (v) complies with venue policies and applicable laws.

9.6 Moderation: The Organizer may remove or refuse UGC at any time for any reason, including violation of these Terms or legal requests.

9.7 AI and Third-Party Processing (Expanded):

This license expressly includes the right for the Organizer, AFA, Verofax, and authorized Sponsors to process UGC using trusted third-party artificial intelligence, machine

learning, computer vision, analytics, and security services. This may include, without limitation:

- image processing and generation (for example, generating fan posters or overlays);
- text generation (for example, captions and translations);
- content moderation and safety filtering;
- personalization and language tuning;
- audience measurement and campaign analytics;
- fraud detection and security monitoring.

Such processing is solely for the purposes of operating, improving, promoting, and securing the Platform and Experiences. Service providers engaged are bound by contractual obligations consistent with GDPR and applicable global privacy laws.

We do not authorize third-party providers to use your private UGC to train their unrelated models without a separate, explicit consent, and we apply data minimization and access controls to reduce exposure of personal data.

10) Intellectual Property

10.1 AFA IP: AFA names, logos, crests, player imagery, and related marks are the property of AFA and/or licensed rightsholders.

10.2 Organizer IP: The Platform software, scoring logic, designs, AI orchestration, and code are owned by the Organizer or its licensors and are protected by IP laws.

10.3 No Implied Rights: Except for the limited license to use the Platform for personal, non-commercial purposes, no rights are granted to you in any AFA, Organizer, or Sponsor IP.

11) Sponsorships & Third-Party Services

11.1 The Platform includes Sponsor content, offers, coupons, and links. Sponsor terms apply to redeemed offers or linked services. The Organizer is not responsible for third-party sites or services.

11.2 Brand Safety: Sponsor integrations must comply with applicable advertising standards; the Organizer may remove content to maintain compliance.

11.3 Third-Party Service Availability: Some Platform functionality depends on Third-Party Services. We do not guarantee uninterrupted availability of third-party services (including AI services), and the Platform may degrade gracefully or substitute features where possible.

12) Data Protection & Privacy (Global + GDPR) (Expanded)

12.1 Lawful Bases: We process personal data to provide the service (contract), ensure security & integrity (legitimate interests), comply with legal obligations, and where required, with consent (e.g., marketing, certain device permissions, non-essential cookies).

12.2 Data Categories: Account data (email, username, country, name, optional phone), gameplay events, UGC (photo/video/audio/text/prompts/outputs), device & telemetry, social share metrics (counts from platforms), prize/KYC data where applicable.

12.3 Social Metrics: We collect engagement counts (likes, comments, reposts, views) generated from sharing outputs, via platform APIs or verified reporting, limited to scoring purposes. We do not access your private messages.

12.4 Retention: Retention is described in the Privacy Notice and includes a structured retention table. KYC documents are retained only as long as required for verification and legal obligations and then securely deleted.

12.5 International Transfers: Data may be processed globally. Where required, we use safeguards (e.g., Standard Contractual Clauses and equivalent mechanisms).

12.6 Data Subject Rights: Subject to law, you may request access, correction, deletion, portability, restriction, or objection to certain processing, and you may withdraw consent where processing is based on consent. Contact **info@verofax.com**.

12.7 Children: The Platform is 18+. We do not knowingly collect personal data from minors.

12.8 Cookies/Identifiers: We use cookies and similar technologies for authentication, fraud prevention, analytics, and performance. Manage preferences via the cookie banner and cookie settings or your browser.

12.9 AI & Analytics: We may analyze de-identified or aggregated data to improve the Platform and anti-fraud systems. We do not use your private UGC to train unrelated third-party models without separate explicit consent.

12.10 Marketing: We send marketing communications only with consent where required. You can opt out at any time.

12.11 Controllers & Contacts: Contact us via **info@verofax.com**. You also have the right to lodge a complaint with your local data protection authority.

13) Prohibited Conduct

You agree not to: (i) violate laws or rights of others; (ii) post or generate unlawful, hateful, harassing, violent, sexually explicit, or deceptive content; (iii) attempt to reverse engineer, scrape, or interfere with the Platform; (iv) create multiple accounts; (v) artificially manipulate social metrics; (vi) upload malware; (vii) impersonate others; (viii) circumvent geo/age restrictions.

14) Availability, Changes & Termination

14.1 Availability: The Platform may change, suspend, or discontinue all or part of any Experience at any time without liability. Some Experiences may show “Not Activated” on

certain days or be subject to countdowns or sponsorship availability.

14.2 Updates to Terms: We may update these Terms when necessary. The “Last updated” date will change and material changes will be reasonably notified. Continued use after changes constitutes acceptance.

14.3 Termination: We may suspend or terminate access for violations, fraud, or legal risk. You may stop using the Platform at any time; data handling continues per the Policies.

15) Disclaimers & Limitation of Liability

15.1 “As Is”: The Platform and Experiences are provided “as is” and “as available” without warranties to the maximum extent permitted by law.

15.2 No Guarantee of Winning: Participation does not guarantee a prize.

15.3 Limitation: To the maximum extent permitted by law, the Organizer, AFA, and Sponsors shall not be liable for indirect, incidental, special, consequential, or punitive damages, or loss of profits, data, or goodwill. Aggregate liability shall not exceed **USD 100** or the amount you paid (if any), whichever is greater.

15.4 Consumer Rights: Nothing limits non-waivable consumer rights.

16) Indemnity

You agree to indemnify and hold harmless the Organizer, AFA, and Sponsors from claims arising from: (i) your UGC; (ii) your breach of these Terms; (iii) your violation of law or third-party rights.

17) Notices & Takedown

If you believe content on the Platform infringes your rights, email info@verofax.com with sufficient detail (contact info, identification of the work, and the allegedly infringing material). We will act in accordance with applicable law.

18) Governing Law & Dispute Resolution

These Terms are governed by the laws of England and Wales, without regard to conflict of laws. You submit to the exclusive jurisdiction of the courts of England and Wales, except that mandatory consumer protection laws of your country may grant additional rights and local forums.

19) Miscellaneous

19.1 Entire Agreement: These Terms and the Policies constitute the entire agreement.

19.2 Severability: If any provision is unenforceable, the rest remains in effect.

19.3 No Waiver: Failure to enforce is not a waiver.

19.4 Assignment: The Organizer may assign these Terms; you may not assign without consent.

19.5 Language: Translations are for convenience; English governs.

Contact: Questions about these Terms or your data: info@verofax.com. We aim to respond within 30 days; privacy requests are handled consistent with applicable law.