



# LOYALTY OFFERS

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PROMOTIONAL TERMS FOR PAYG  
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Version 04

Valid from: 12 April 2018

Available to EE pay as you go customers invited to redeem a loyalty offer (described below) by SMS. All information and redemption instructions provided in your SMS invitation will form part of the terms and conditions, which, by redeeming, you will be deemed to have accepted. Unless we tell you otherwise, loyalty offers can be redeemed for up to 7 days from receipt of your SMS invitation. The offers are non-transferrable and there is no cash alternative.

### **Free Credit**

The credit is for your personal use only. Once redeemed the credit will last up to 7 days, unless we tell you otherwise. If you don't use your credit within this time, you'll lose it.

### **Free Minutes, Texts and/or Data**

Free minutes and texts are from the UK to UK mobiles and UK landlines starting with 01, 02 and 03 (excluding Jersey Guernsey & Isle of Man). Free data allowances can be used in the UK only. Unless we tell you otherwise, free allowances, once redeemed, last up to 7 days (the "Validity Period"). If you don't use your free allowances within the Validity Period, you'll lose them. If you have a pack, add-on or another allowance of any kind on your account, your usage will be deducted from the allowance due to expire first. Unlimited data allowances are for your personal and lawful use only.

### **Top Up Reward**

Top up your pay as you go account by £5, £10, £15 or £20 in a single transaction to get a reward applied to your account. We'll tell you by how much. The reward could be additional credit, minutes, texts and/ or data, we'll let you know. The reward is for your personal use only and once redeemed, the reward will have a Validity Period of up to 7 days, unless we tell you otherwise. If you don't use your reward within this time, you'll lose it. Unlimited data allowances are for your personal and lawful use only.

### **30 Day Promotional Packs - First Pack Free**

Eligible customers may get the first occurrence of a 30 day Pack free. Upon redeeming the offer, you'll be automatically enrolled into our Pack Plans, see [ee.co.uk/packs](http://ee.co.uk/packs) for the terms that apply. Packs automatically recur. To change or remove your recurring pack, text STOP PACK to 150 before your next pack is due to start. If you move between 7 day and 30 day packs, you'll lose any additional benefits or free boosts you may have accrued.

### **30 Day Promotional Packs – First month discount**

Eligible customers may be offered a discount on their first Pack, this will be confirmed in your SMS invitation. You must purchase your first pack within 7 days of redeeming the offer. Upon redeeming the offer, you'll be automatically enrolled into our recurring Pack Plans, see [ee.co.uk/packs](http://ee.co.uk/packs) for the terms that apply. Remember, the terms and conditions applicable to our pack plans will apply and if you move between 7 day and 30 day packs, you'll lose any additional benefits or boosts you may have accrued. Discounts cannot be used in conjunction with any other offer. To change or remove your recurring pack, text STOP PACK to 150 before your next pack is due to start.

### **30 Day Promotional Packs – Recurring discount**

Eligible customers may be offered a recurring discount on a 30 day Pack– we'll let you know how much in your invitation. You must purchase this pack within 7 days of redeeming the offer. Upon redeeming the offer, you'll be automatically enrolled into our recurring Pack Plans, see [ee.co.uk/packs](http://ee.co.uk/packs) for the terms that apply. If you don't top up enough to repurchase the pack for 90 days, you'll lose the recurring discount until you're invited to re-join the promotion. Remember, the terms and conditions applicable to our pack plans will apply and if you move between 7 day and 30 day packs, you'll lose any additional benefits or boosts you may have accrued. Discounts cannot be used in conjunction with any other offer. To change or remove your recurring pack, text STOP PACK to 150 before your next pack is due to start.

### **7 Day Promotional Packs - £1.50 Packs**

Promotional £1.50 packs recur every 7 days and are available by invitation only. Promotional £1.50 packs are subject to our standard pack plan terms and conditions. For more information visit [ee.co.uk/packs](http://ee.co.uk/packs). To change or remove your recurring pack, text STOP PACK to 150 before your next pack is due to start. If you decide to cancel your promotional £1.50 pack, you'll be unable to buy the pack again until invited. If you move between 7 day and 30 day packs, you'll lose any additional benefits or free boosts you may have accrued.

### **Promotional Add-Ons**

Promotional Add-Ons are only available when replying to an SMS invitation that we send to you as part of our loyalty programme. Unless we tell you otherwise, once redeemed, Add-Ons have a Validity Period of 1, 2 or 5 days. Unused allowances don't roll over. If you have two Add-Ons active on your account at the same time, including non-promotional Add-Ons, allowances from the AddOn due to expire first will be used first. Unlimited data allowances are for your personal and lawful use only.

### **MyEE Rewards**

Customers invited to register for and top up using MyEE or the MyEE App are eligible to receive a reward of:

- free credit; or
- an allowance of free minutes; or
- an allowance of free texts; or
- an allowance of free data.

Rewards will be applied when topping up by the specified amount in one transaction via the channel specified in your SMS invitation. Unless we tell you otherwise, rewards last up to 7 days and don't roll over.

### **Recurring Top Up Rewards**

Customers invited by SMS to register for and top up using Recurring Top Up are eligible to receive a reward of:

- free credit; or
- an allowance of free minutes; or
- an allowance of free texts; or
- an allowance of free data; or
- a free Pack.

The reward will be automatically applied to your account once your first recurring top up has been successfully set up. We'll let you know how much you need to top up by to qualify for the reward in your SMS invitation and we'll let you know when your free reward is ready to use. Unless we tell you otherwise, the reward lasts up to 7 days or until you've used the allowance, whichever comes first. Allowances don't roll over. You can set up a recurring top up by logging in to My EE, calling 150 or texting REC to 150. We'll keep taking your recurring top up until you tell us to stop. EE only refunds unused credit in limited circumstances, see [ee.co.uk/terms](http://ee.co.uk/terms) for details. If you don't use your phone to make call, send a text or for data for 90 days, we'll suspend your Recurring Top-Up until you use your phone again. If you don't use your phone at least once every 180 days, it will be disconnected: your number and any credit on your account will be forfeited.

### **Early Boost**

EE pay as you go customers are eligible for an extra allowance of minutes, texts or data (applied to future packs purchased) every time they buy 3 of our 30-day packs or 12 of our 7-day packs (a "Free Boost"). Please read our plan terms for more information about the terms applicable to our Free Boost offer.

Some customers may also receive an SMS invitation to participate in our “Free Early Boost” promotion. Free Early Boost enables eligible customers to boost their data to supplement their inclusive pack allowances before qualifying for their first Free Boost.

The Free Early Boost promotion must be redeemed within 14 days of receiving your SMS invitation. Once redeemed, the Free Early Boost will be applied the next time you buy a pack. If you move between 7 day and 30 days packs, you’ll become ineligible for the offer.

Allowances from your Free Early Boost don’t roll over, if you don’t use them before your pack expires you’ll lose them. The Free Early Boost is non-transferrable and you cannot claim a cash alternative.

All information and redemption instructions provided in your SMS invitation will form part of these terms and conditions.