



APPLE TV+

SMART BENEFIT TERMS

Date 11 November 2021

Smart Benefit & Eligibility

1. Apple TV+ (“**Apple TV+**”) provides you with access to video on demand web television service of all Apple originals (the “**content**”).
2. **Apple TV+** is available as a Smart Benefit for Smart iPhone Plan customers and Full Works iPhone customers from 02.09.2020. **Apple TV+** is only available to customers on an eligible price plan using a compatible iPhone which (i) uses iOS 12.3 or above if you are selecting this as a Smart Benefit before 10.11.2021 or (ii) uses iOS 14.7 or above if you are selecting this as a Smart Benefit on or after 10.11.2021.
3. **Apple TV+** is not available to customers on a 4GEE WiFi Price Plan or customers with a device other than a compatible iPhone.
4. If you change to a price plan that does not include **Apple TV+** as a Smart Benefit or you cancel your EE contract, you will lose access to the **Apple TV+** service.
5. If you choose **Apple TV+** as a Smart Benefit before 10.11.2021 and you are an existing **Apple TV+** member, your access will supersede your existing subscription for 24 months following activation of the Smart Benefit. After this period or if you change price plans or cancel your EE contract, you will continue to be charged by Apple under your existing subscription unless you cancel your existing subscription directly with Apple.
6. If you choose **Apple TV+** as a Smart Benefit on or after 10.11.2021 and you are an existing **Apple TV+** member, your access will supersede your existing subscription following activation of the Smart Benefit and this will continue until you either change price plans or cancel your EE contract. If you change price plans or cancel your EE contract, you will continue to be charged by Apple under your existing subscription unless you cancel your existing subscription directly with Apple.
7. If you choose **Apple TV+** as a Smart Benefit before 10.11.2021, to activate the Smart Benefit you will need to text TVPLUS to 150 from your mobile device and receive a voucher code. To redeem your voucher code and activate the Smart Benefit you will need to follow the link provided. The voucher code is only available for 30 days. After 24 months following activation or if you change price plans or cancel your EE contract, your access to **Apple TV+** as a Smart Benefit will end and you will start being charged by Apple for the **Apple TV+** service unless you cancel your subscription directly with Apple.
8. If you choose **Apple TV+** as a Smart Benefit on or after 10.11.2021, you will be sent a text message with a link and will need to follow this link in order to activate the Smart Benefit. Your access to **Apple TV+** as a Smart Benefit will continue until you either change price plans or cancel your EE contract.
9. Data used whilst streaming the **content** and all other activities such as downloading the app and viewing advertising will be deducted from your EE Price Plan’s inclusive data allowance.
10. We may suspend access to or terminate your contract if you fail to pay a bill by the date set out on it or commit another material breach of your Agreement for mobile network services (visit [here](#) to read the latest version of our terms and conditions).
11. **Apple TV+** is for personal and non-commercial use only. It’s your responsibility to ensure that **content** accessed by under 18s is suitable for those viewing it. **Content** available via **Apple TV+** may change from time to time.
12. If you choose **Apple TV+** as a Smart Benefit before 10.11.2021, you must download and register the App on a mobile device containing an EE SIM card that uses iOS 12.3 or above.

If you choose **Apple TV+** as a Smart Benefit on or after 10.11.2021, you must download and register the App on a mobile device containing an EE SIM card that uses iOS 14.7 or above. The App and Service is provided by Apple Distribution International ("Apple"). You must read and accept the Apple Media Services Terms and Conditions including the terms of use for **Apple TV+**. You agree to use the App and Service at your sole risk. EE is not responsible for examining or evaluating the content or accuracy of any third-party services, and shall not be liable for any such third party services. Data displayed by the App and Service is for general informational purposes only and is not guaranteed by EE. Full terms can be found at

<https://www.apple.com/uk/legal/internet-services/itunes/uk/terms.html>

13. If you choose **Apple TV+** as a Smart Benefit before 10.11.2021, to activate **Apple TV+** as a Smart Benefit you will be required to enter an Apple ID with a valid payment method associated. If you choose **Apple TV+** as a Smart Benefit on or after 10.11.2021, to activate **Apple TV+** as a Smart Benefit you will be required to enter an Apple ID. If you do not have an existing Apple ID, you will be required to register for one. When registering, you must provide Apple with some personal information, such as Your name, birth date, email address, passcode and responses to security questions. The information you supply when creating an Apple ID will be processed in accordance with Apple's privacy policy. Visit <https://www.apple.com/uk/privacy/privacy-policy/> for more information. We will contact you to remind you to create an Apple ID in order to make full use of the service.
14. We will share information about you with Apple and vice versa. This will happen in circumstances that relate to the administration of your subscription and to prevent and detect fraudulent or unlawful activity. We'll process this information in accordance with EE's privacy policy, details of which can be found here <http://ee.co.uk/privacy-policy>.