



EE ONE UP

10 July 2026

EE One Up Rewards Programme Terms and Conditions

These terms and conditions apply to your participation in the EE One Up rewards programme (Rewards Programme). They apply together with any terms and conditions for a specific reward, offer, prize draw, ballot or competition (Reward Conditions).

In these terms and conditions, we refer to each reward, offer, benefit, discount, prize draw, ballot or competition as a Reward. By claiming, redeeming or entering a Reward, you agree to these terms and conditions and any applicable Reward Conditions.

If there is any inconsistency between these terms and conditions, the Reward Conditions and any third-party supplier terms, the following order of priority will apply:

- (1) the Reward Conditions for the relevant Reward;
- (2) these terms and conditions; and
- (3) any third-party supplier terms.

Third-party supplier terms will only apply to the extent they do not conflict with the Reward Conditions or these terms and conditions.

Eligibility

1. To be eligible to participate in the Rewards Programme, you must meet, and continue to meet, all of the requirements when you claim, redeem, use or enter a Reward:
 - have your only or main home in the UK, the Channel Islands or the Isle of Man;
 - be aged 18 or over;
 - be the registered account holder for an active eligible EE Broadband plan and an active eligible EE Mobile plan, both linked to the same EE ID. Neither plan must be suspended, closed, cancelled or subject to a pending cancellation request; and
 - satisfy any additional eligibility requirements, checks, limits or restrictions in the Reward Conditions for the relevant Reward.
2. Each Reward may have its own Reward Conditions. Those Reward Conditions apply when you claim, redeem, use or enter that Reward.
3. The Rewards Programme is digital, to get the full benefit you will need to download the My EE app, to access, claim, redeem, enter and manage Rewards.
4. Each eligible EE One account holder may claim, redeem or enter each Reward once. Only the registered account holder may claim, redeem, use or enter Rewards for that account. We may ask you to confirm your eligibility before allowing you to claim, redeem, use or enter a Reward.
5. All Rewards are subject to availability, eligibility, verification, any applicable entry period or redemption deadline, and any limits set out in the Reward Conditions.
6. You cannot transfer your membership of the Rewards Programme, or any Reward, to another person or account.

7. We may suspend or withdraw your access to the Rewards Programme, refuse or invalidate any claim, redemption or entry, or withhold any Reward if we reasonably believe you have not used the Rewards Programme fairly. This includes where we reasonably believe you have acted fraudulently, dishonestly, manipulatively or inconsistently with these terms and conditions, including where you:
 - have broken, or tried to break, these terms and conditions or any Reward Conditions;
 - have abused, misused, manipulated or tried to abuse, misuse or manipulate the Rewards Programme, any Reward, any claim, any redemption, any entry process or any selection process;
 - have used, or tried to use, automated systems, bots, scripts, bulk entries, duplicate accounts, false identities, tampering, hacking or any other method to gain an unfair advantage or interfere with the Rewards Programme;
 - have behaved towards us, our staff or our suppliers in a way that is abusive, offensive or otherwise involves misconduct;
 - have provided false, inaccurate, incomplete, misleading or fraudulent information; or
 - are not eligible to take part in the Rewards Programme.
8. The Rewards Programme and any Rewards are for personal use only. You must not use them for business, resale or any other commercial purpose.
9. You are not eligible to take part in the Rewards Programme, and may lose access to Rewards, if any of the following apply when you try to claim, redeem, use or enter a Reward:
 - you are a business customer or the relevant EE Mobile plan or EE Broadband plan is not a residential consumer plan;
 - you are still within the cooling-off period for the EE Broadband plan or EE Mobile plan that makes you eligible for the Rewards Programme;
 - you owe us any overdue amount in relation to your EE Mobile plan, EE Broadband plan or any other account with us, unless we have agreed a payment arrangement with you and you are keeping to it;
 - the relevant EE Mobile plan or EE Broadband plan is provided to you free of charge, on a complimentary basis, as part of a competition, prize draw or charity donation scheme, or on any other basis excluded by the Reward Conditions; or
 - you work for us or for any company in the BT Group, unless the Reward Conditions say otherwise.

Communication and security

10. You must keep your personal details up to date in the account section of the My EE app. We will not be responsible for any missed communications, missed Rewards or loss of Rewards caused by out-of-date or inaccurate details, unless we are responsible by law.
11. We will contact the registered account holder about the Rewards Programme using the contact details or channels available to us.
12. We may use your personal data to operate the Rewards Programme, verify your eligibility, communicate with you and fulfil Rewards. For more information about how we use your personal data and your rights, please see EE's privacy notice.

13. You are responsible for keeping your My EE account, password and log-in details secure. We will not be responsible for any loss of Rewards caused by your failure to keep those details secure, unless we are responsible by law.

14. If you have any questions about the Rewards Programme, please check the Help section in the My EE app.

General

15. Nothing in these terms and conditions excludes or limits our liability where it would be unlawful to do so, including for death or personal injury arising from our negligence, or for fraud.

16. Subject to clause 15, we and our associated companies and agents will not be liable for:

- your inability to claim, redeem, use, enter or enjoy a Reward, except where caused by our breach of these terms and conditions;
- any claim, redemption or entry that is lost, delayed, misdirected, incomplete, not received or not processed because of technical, network, system, app, device or other issues outside our reasonable control;
- any postponement, cancellation, delay or change to a Reward that is outside our reasonable control; or
- any act, omission, delay or failure of any third-party supplier, unless we are responsible by law.

17. Where a Reward is provided by a third-party supplier, that supplier's terms may also apply. Those terms will apply only to the extent they do not conflict with the Reward Conditions or these terms and conditions.

18. These terms and conditions are governed by the laws of England and Wales.