

Telstra Lunar New Year Billboard SMS - Terms of Use

Acceptance of Terms of Use

Sending an SMS to Telstra including your first name and then the first name of a family member or friend (**Lunar New Year SMS**) is deemed acceptance of these terms of use. These terms of use apply to a Lunar New Year SMS sent by the methods set out in these terms and conditions.

Sending a Lunar New Year SMS

1. You can send a Lunar New Year SMS if you have a compatible Australian mobile service.
2. A Lunar New Year SMS can be sent from 9.00am AEDST on 1 February 2019 until 9.00pm AEDST on 5 February 2019 (**Campaign Period**) and will be displayed on a Billboard outside the Telstra Store, corner of Swanston Street and Bourke Street Mall, Melbourne VIC 3000.
3. You can send your Lunar New Year SMS by texting your first name along with the first name of a family member or friend to 0484 800 800.
4. Standard SMS charges apply to send a Lunar New Year SMS.
5. Your Lunar New Year SMS must not be longer than 160 characters.

Auto-response to Lunar New Year SMS

6. Once the Lunar New Year SMS has been received by Telstra's messaging network, you will receive an auto-acknowledgement message in the form of an MMS containing your virtual Lunar New Year Badge (**Badge**).
7. There is no charge for receiving a Badge via MMS.
8. You cannot reply to the MMS message.

Privacy

9. By submitting a Lunar New Year SMS, you understand and agree that Telstra may use and disclose the information provided by you for the purposes set out in these terms, and on the terms and for the purposes set out in Telstra's Privacy Statement available at www.telstra.com.au/privacy/privacy_statement.html or by calling 1800 039 059, as if you were a Telstra customer. If you would like to access or correct the personal information that Telstra holds about you, or if you do not wish the information to be disclosed, you should advise Telstra by phoning 1800 039 059.

General

10. You may send as many Lunar New Year SMS's as you like.
11. Telstra accepts no responsibility for misdirected, lost or delayed Lunar New Year SMS.

12. Telstra reserves the right in its sole discretion, to cancel, terminate, modify or suspend the Lunar New Year SMS service or any Lunar New Year SMS for any reason and without notice.
13. If, for any reason, the Lunar New Year SMS is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failure or any other causes beyond the control of Telstra, which corrupt or affect the administration security, fairness or integrity or proper conduct of Lunar New Year SMS, Telstra reserves the right in its sole discretion to take any action that may be available.
14. Any participant who, in the opinion of Telstra, tampers or interferes with the Lunar New Year SMS mechanism in any way, or who does not properly comply with the entry process, may have their Lunar New Year SMS cancelled at the discretion of Telstra
15. If you're not the account holder of the phone used to submit your Lunar New Year SMS, you warrant that you have the account holder's permission to submit your Lunar New Year SMS on these terms of use.
16. Each person who submits a Lunar New Year SMS, (and if that person is under 18 years of age their parent or guardian), acknowledges and agrees that it is a condition of these terms of use that the person submitting the Lunar New Year SMS be capable of agreeing to these terms of use and giving the consents contained herein.
17. The parent or guardian of each person who submits a Lunar New Year SMS who is under 18 years of age:
 - a) Will ensure that the persons who submits the Lunar New Year SMS, in respect of whom they agree to these terms of use, will comply with these terms of use; and
 - b) Warrants that the person who submits the Lunar New Year SMS, in respect of whom they agree to these terms of use, is capable of agreeing to these terms of use and giving the consents contained herein.
18. The parent or guardian of each person who submits a Lunar New Year SMS who is under 18 years of age, agrees to indemnify Telstra and its related bodies corporate and contractors ("**Indemnified Party**") for and against:
 - a) Any claims made by the person who submits a Lunar New Year SMS, his or her guardian, or any member of his or her family, against any Indemnified Party; and
 - b) Any losses (including any liability) caused by any conduct of the person who submits a Lunar New Year SMS which is inconsistent with these terms of use.