



Digital Inclusion, Financial Inclusion and Cybersecurity

DIAA REGULATIONS AND COPYRIGHT LICENCING

Since their inception, the Digital Impact Awards Africa (DIAA) have enjoyed increasing international recognition. Today they are among the most respected and sought-after prizes bestowed.

Their prestige, acknowledged within Africa and rest of the world, has grown over the years because the public and digital industry recognizes the DIAA as an award based on technical achievement and because care has been taken to preserve the integrity of the DIAA. Specifically, the DIAA has carefully limited reproductions of the DIAA statuette and references to the annual DIAA presentation in promotions and advertising.

The purpose of these Regulations is to set a code of fair practice for all forms of advertising pertaining to the annual DIAA presentation, and for other uses of the DIAA's INTELLECTUAL PROPERTIES.

DIAA does not wish to restrict the benefits brands and companies may derive legitimately from publicity associated with the annual DIAA presentation, but desires to equalize these benefits and ensure that:

- a. the rights of past and future Award recipients are fully protected,
- b. no false claims of DIAA consideration are made in any advertising medium,
- c. the public is not misled by any statement or implication that any achievement has won or been nominated for a DIAA when that is not so, and
- d. the necessary legal protection is provided for the trademark and copyright owner, i.e., HiPipo.

HiPipo, as the copyright owner of DIAA, and owner of its trademarks and service marks, including “DIAA,” “Digital Impact Awards Africa,” “HiPipo,” and the registered design marks, is required to protect its properties against unauthorized uses and infringements.

Please adhere to the spirit as well as the letter of these rules.

COPYRIGHTS AND TRADEMARKS

1. The Award commonly known as the “DIAA” is the copyrighted property and registered trademark and service mark of HiPipo. HiPipo has the sole and exclusive right to reproduce, manufacture, copy, sell, display images of and publish DIAA content in any size or medium, whether in three or two dimensions, and to distribute or exploit the statuette or reproductions of same



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by gift, sale, and license or otherwise. No reproduction, replica, drawing, photograph, derivative work or other copy of the Award may be made or used by any manufacturer, advertiser, organization or individual except in accordance with these regulations or under express written license from HiPipo.

2. All published representations of the DIAA, including photographs, drawings and other likenesses, must include the legend “DIAA © HiPipo,” to provide notice that it is protected by copyright, trademark and service mark registration.
3. “DIAA” and “HiPipo” design mark are trademarks and service marks of HiPipo, and may not be used except in accordance with these regulations or under a special written license from HiPipo.

Any use of the marks “DIAA” and “HiPipo” design mark must include notice of trademark and service mark registration and credit HiPipo as the owner of said marks (“DIAA © HiPipo”), except as provided in sections below.

4. Permission to use DIAA symbols and institutional marks of HiPipo for any publication in other than fair use hard-news reporting must be obtained in writing from HiPipo, except that permission is hereby given to use DIAA symbols and marks of HiPipo in accordance with these Regulations.
5. The DIAA may not be used in generic fashion as a logo or decorative motif for any purpose in any video or television production, motion picture, or print or digital publication not produced by, or explicitly authorized by, HiPipo.
6. The DIAA may not be used as a stage property or article of set dressing in any stage, television, video or motion picture production not produced by HiPipo. Licensed exceptions will be considered under unusual circumstances.
7. The marks “DIAA” and “HiPipo” may not be used in the title or subtitle of any magazine, online or digital publication, commercial web site, stage production, video, television program or motion picture not produced by HiPipo.
8. The marks “DIAA” and “HiPipo” may be used in the title or subtitle of a magazine, online or digital publication, commercial web site, stage production, video, television program or motion picture with the written consent of HiPipo.
9. “DIAA” and “HiPipo” may not be incorporated into a video series title or subtitle, either on packaging or in advertising for such products.



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The marks “DIAA” and “HiPipo” may be incorporated into the title or subtitle of an audio/video product on packaging or in advertising with the written permission of HiPipo.

10. DIAA winners have no rights whatsoever in HiPipo copyright or goodwill in the HiPipo statuette or in its trademarks and service mark registrations. Award winners must comply with these rules and regulations. Award winners shall not sell or otherwise dispose off the DIAA statuette, certificates, nor permit it to be sold or disposed of by operation of law, without first offering to return it to HiPipo.

ADVERTISING

12. No appearance, picture or drawing of a DIAA recipient with a DIAA symbol or mark may be used in advertising or promotional materials of any sort without the written consent of HiPipo, except as permitted by these Regulations.
13. No DIAA symbol or photograph, picture or drawing that includes a reproduction of an DIAA symbol or DIAA mark may be used in any advertising in newspapers, periodicals, billboards, posters or other medium, specifically including electronic media, without the written consent of HiPipo, except as permitted by these Regulations.
14. Brands that have received or been nominated for an Award may be so advertised in print, electronic media and theatrical trailers subject to the following conditions:
 - a. Brands that have received an Award may use a depiction of the DIAA statuette provided:
 - i. HiPipo approves the quality of the representation of its symbol used,
 - ii. the copyright, trademark and service mark notice, “DIAA © HiPipo” accompanies the depiction in legible form, and
 - b. Brands that have received an Award may use the words “DIAA Winner,” or similar descriptions incorporating DIAA’s marks provided:
 - i. any reference to DIAA’s marks is directly followed by an indication of the achievement for which the award was conferred, and



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- ii. DIAA's marks appear in the form "DIAA © HiPipo" to provide notice of trademark and service mark ownership and registration.
 - c. Brands nominated for an Award may use the words "DIAA Nominee," or similar descriptions incorporating DIAA's marks provided that:
 - i. the word "Nomination(s)" or the words "Nominated for" appear with "DIAA © HiPipo"
 - ii. the word "winner" or equivalent term is not used to describe the receipt of a nomination, and
15. No brand or achievement that has not received or been nominated for an Award (including those that use the product of a former DIAA winner or nominee) may be advertised or exploited in a manner that may mislead the public or imply by design, layout or wording of copy that the brand or achievement has received such an award or nomination.
16. Special Awards (conferred only by vote of DIAA advisory board) must be clearly identified in all advertising by their specific name (e.g. DIAA Medal of Honor etc.) and must specify the year in which the recognition was accorded. Special Awards shall not be advertised or exploited in a manner that may cause the public to confuse a Special Award with another Award.
17. DIAA may be used in advertising that achievement provided:
 - a. the year and accomplishment for which the Award was given are included in the advertising,
 - b. all parties named in the award are included.
18. No brand may be advertised or exploited as having "qualified" for an DIAA or having otherwise been officially recognized by DIAA, except as a Nominee or Winner and in accordance with these Regulations.

PACKAGING

19. No DIAA symbol or DIAA mark, nor any photograph or drawing that includes a reproduction of a DIAA statuette or DIAA mark, may be used on, as part of, or affixed to any item that is sold to the public, including videos, audio records or any commercial goods, whether or not in connection with a current or previous recipient of an Award, except as follows:



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- a. Video copies of Brands that have received DIAA may include a depiction of the DIAA statuette on their packaging under the following conditions:
 - i. HiPipo approves the quality of the representation of its symbol to be used,
 - ii. the copyright, trademark and service mark notice, “DIAA © HiPipo” accompanies the depiction in legible form, and
 - iii. the award year for which the award was received and the category, e.g. “Best Digital Brand,” are indicated adjacent to the depiction.

- b. The words “DIAA Winner,” and “DIAA Nominee” or similar descriptions incorporating DIAA and HiPipo’s marks may appear on marketing packaging of any brand that has received an DIAA or nomination under the following conditions:
 - i. the brand actually received an Award or nomination,
 - ii. any reference to DIAA and HiPipo’s marks is directly followed by an indication of the year and achievement for which the award or nomination was conferred,
 - iii. the word “Nominations(s),” “Nominee(s)” or the words “Nominated for” appear in the same size, style and color of type as the marks “DIAA © HiPipo”
 - iv. DIAA marks appear in the form “DIAA © HiPipo” to provide notice of trademark and service mark ownership and registration, and credit is given to HiPipo as the owner of these marks as follows: “‘DIAA’ is the registered trademark and service mark of HiPipo,”

EDITORIAL USE

20. News and editorial uses of DIAA symbols and marks in stories and articles appearing in newspapers, periodicals, digital publications, web sites and on television or in motion Brands, are subject to the following conditions:
 - a. all published representations of the Award statuette, including photographs, drawings and other likenesses, must include the legend “DIAA © HiPipo” to provide notice of copyright, trademark and service mark registration, and
 - b. Neither the marks “DIAA” nor “HiPipo” may be used to describe awards given by organizations other than HiPipo.

USE OF CLIPS FROM DIAA PRESENTATIONS



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1. The Annual DIAAs telecast is copyrighted by HiPipo. Any rebroadcast or other use of the program or any of its contents, except in accordance with the following, is prohibited.
2. In accordance with fair use provisions of copyright law, broadcast news programs and services may excerpt portions of DIIA telecast for rebroadcast, subject to the following conditions:
 - a. the material may be used only for news reporting purposes directly related to the Awards Presentation as an event,
 - b. any display, exhibition or performance of the material must be accompanied by the legend “Clip Courtesy DIIA © HiPipo” (year supplied as appropriate), and
3. Permission may also be given for the use of DIAAs telecast clips in connection with reporting on past DIIA recipients. HiPipo will attempt to facilitate the granting of permission for the use of clips from the Awards Presentations for news reporting upon request under the following conditions:
 - a. only clips approved by HiPipo are used,
 - b. the clips are used only in news broadcasts
 - c. any display, exhibition or performance of the material must be accompanied by the legend “DIIA © HiPipo _____” (year supplied as appropriate),
4. All those rebroadcasting any clip(s) from any DIAAs telecasts hereby agree to indemnify HiPipo, its governors, officers, members, agents, employees and representatives, and to save and hold HiPipo and each of them harmless from, and to defend HiPipo and each of them against, any liability and expense, including attorneys’ fees, arising out of any claim whatsoever which may be brought or based upon the use of the clip(s).
5. Permission shall not be granted for the use of clips from DIIA telecast for non-news ventures, except under unusual circumstances, and on a case-by-case basis. An exception, if granted, shall not be considered precedential.
6. This policy shall apply also to requests for permission to use the audio portions of DIAAs presentations.



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DIAA RESEARCH REPORT

Digital Impact Awards Africa are research backed awards that identify the market's true leaders and innovators. The Awards provide independent validation and endorsement of Brands, Products/Services. The awards process is as summarized in table below.

STEPS
1. Preliminary Research: Submission of entries and identification of key innovations
2. Comprehensive Research and Jury Assessment: Assess nominees fit with best-practice and innovation, Interview thought leaders and industry practitioners
3. Advisory Board Review rankings and finalise research report
4. Communicate Recognition: Present award to the CEO of nominated companies and celebrate the recipients
5. Take strategic media action: Get research report and use findings for widespread awareness of recipient's award status among investors, media personnel, customers and employees.

Get Awards Research Report to Boost Media Campaigns



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We want you to get great value from this nomination plus award and leverage it for industry leadership. We strongly recommend you get a copy of the awards research report to be your reference in social media, press releases, website postings, print, etc. This report will allow you to:

- **Profit** from insights of experts on how to maximise returns to your investment in digital applications.
- **Learn** how the uneven adoption of best practice is preventing organisations from realising the full benefits of digital infrastructure.
- **Discover** how the failure to follow good practice leads to loss of customers, increases promotional budgets and risk of regulatory intrusion.
- **Understand** what leading brands are doing well in digital and where they too need to improve.
- **Review** competitive dynamics in digital applications.
- **Gauge** your organisation's digital success in relation to other brands.
- **Use** our expert insights to increase the monetary rewards and sustainability of interactions with customers using digital platforms.



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DIAA RESEARCH REPORT AND COPYRIGHT LICENSING- ORDER FORM

Report Order:

- 1 Category - Where your brand is nominated
- 2-5 Categories - Where your brand is nominated
- All Awards Categories

Copyright Licensing Order:

- Silver - 1 Category
- Gold - 2 Category
- Platinum - 3 Categories
- Diamond - 4 to 8 Categories

**** Please fill out ****

Your Name:			
Position:			
Address:			
Email:		Phone:	
Company Name:			
Company Address:			

Email the completed Order Form to the following:

socialweb@hipipo.com

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