EduConnect Zimbabwe

OTHER

Advertising Terms

Terms for advertisers: packages, review, what is allowed and credit for rejected adverts.

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These terms apply to anyone who buys or submits advertising on EduConnect Zimbabwe. They are in addition to the Terms and Conditions. "We" means EduConnect Zimbabwe.

1. Who can advertise

An advertiser must be at least 18 years old, or an organisation acting through an authorised adult, and must create an advertiser profile with accurate company, billing address and billing email details. Our users include children, so advertising must be suitable for a service used by families and learners.

2. Packages and payment

- You choose an advertising package, which sets the price, the length of time the advertisement runs, and, in some cases, a maximum number of impressions.
- You pay for the package first, in USD ($), and then submit your advertisement against that payment. A free package needs no payment.
- Prices are shown before you pay. Taxes, if any, are shown separately.

3. What you must submit

- A title, the web address the advertisement links to and an image. Only image advertisements are accepted. The image must be within the size limit shown on the submission page.
- You must own the advertisement or have permission to use everything in it (images, logos, text, music), and it must be truthful, lawful and not misleading.

4. What is not allowed

- Anything unlawful, deceptive, hateful, violent, sexual or harassing, or that targets or exploits children.
- Gambling, alcohol, tobacco, vaping, weapons, adult content, payday or predatory lending, and other products or services unsuitable for children and families.
- Links to malware, phishing, or sites that collect information deceptively.
- Advertisements that look like messages or warnings from EduConnect Zimbabwe or imitate another brand.
- Competing education marketplaces that try to take our users off the platform to avoid fees.

5. Review and approval

- Every advertisement starts as pending review. A person reviews it, with advice from automated tools. We may approve or reject it with a reason.
- When an advertisement is approved, its run period starts and ends according to the package.
- We may pause or remove an approved advertisement if it breaks these terms, is the subject of a valid complaint, or the law requires it.

6. Where and how advertisements are shown

- Advertisements may appear on the dashboard, search results and the materials pages, on the website and in the app. Where there is no active advertisement, the space stays empty.
- Among the active advertisements for a place, one is shown at random, so no advertiser has a fixed order.
- We do not promise any number of views or clicks, or any sales or results, unless the package states a maximum number of impressions. An advertisement that reaches its maximum number of impressions or its end date stops being shown.

7. Measurement and click fraud

We count impressions (when an advertisement is shown) and clicks, and show you the totals. We may exclude traffic we believe to be invalid or fraudulent, and our counts are the basis for reporting. We do not track conversions.

8. Rejected advertisements, credit and refunds

- If we reject an advertisement, your payment is not lost. It is kept as credit that you can use for a corrected advertisement without paying again.
- Payments for packages are otherwise not refundable once an advertisement has been approved and run, except where the law requires.
- If we remove an approved advertisement without fault on your part, we will extend its run or give credit for the part not delivered.

9. Your content and our rights

You keep ownership of your advertisement and give us a licence to store, copy, resize and show it on EduConnect Zimbabwe for the length of the package. We may keep a copy as a record afterwards.

10. Responsibility

You are solely responsible for your advertisement and for what you promise or sell through it, and you will compensate us for claims arising from it. Our liability is limited as set out in the Terms and Conditions.

11. Contact

Questions or complaints about advertising: support@educonnect.ac.zw. These terms are governed by the laws of Zimbabwe.