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Adogo Terms & Conditions For Drivers and Advertising Partners

Adogo is the trading name of Adogo Private Limited, a company incorporated in Singapore under registration number 201540788E at 17 November 2015 and whose registered office is situated at 3, Ang Mo Kio St 62, Link @ AMK, #06-14, Singapore 569139

Background

Adogo is in the business of placing stickers or other promotional material (“Advertisements” pertaining to a particular “Advertiser”) on Vehicles for a set amount of time (“Advertising Period”). Adogo provides a service to Advertisers (referred to as a “Campaign” in each individual case) that helps increase awareness of their brand in a positive manner. If selected for a Campaign, Vehicle owners or primary drivers (for each Vehicle referred to as a “Driver” and “Advertising Partner”) are paid an amount as agreed beforehand with the Advertising Partner.

To partake in any Adogo campaign, you need to either be the sole owner of your “Vehicle” (the Vehicle on the road you are using for Adogo Campaign) or have the necessary permission for Advertisements to be placed on the Vehicle.

Adogo will use its best efforts to ensure that all advertising plans, methods, positioning, colours, material and designs are compliant with the relevant laws, government rulings, policies and statues in Singapore. We will not intentionally subject our Advertising Partners to any possibility of contravening such laws, rulings, policies or statues. Should there be any foreseeable doubt, we will always seek approval from the relevant authorities first before implementing such Advertisements. According to the law, Rear Windscreen Advertisement are allowed so long the resultant light transmittance is at least 25% and our banner has light transmittance of 35%. The Advertising Partner needs to ensure that should there be any tinting, it has to be less than 10% in order to comply with the law.

We are reliant on you (being either Driver or Advertising Partner) to help ensure that the Advertiser has a positive experience with Adogo (i.e. awareness of their brand or product is increased in a positive way as a result of the Campaign). You do not have to pay for the cost of producing the Advertisements that are placed on the Vehicles and these remain the property of Adogo throughout the campaign duration.

During a Campaign Period, the agreed space Adogo can advertise will be limited to the space that you have agreed to sell us. “Bumper Space” indicates the whole surface area of the rear of the Vehicle including the rear windscreen. “Side” indicates the whole surface area of both left and right side of the Vehicle including the windows. “Rear Windscreen” indicates the whole of the rear windscreen where more than 95% will be covered with advertisements. For all schemes, you agree to make the Surface

Area of the Fuel Cap/Cover, All Door Windows, Rear Windscreen, Windscreen, Bonnet available for Adogo to stick Adogo Brand Logo to advertise for itself without charge.

You will be responsible for any damage to or loss of the Advertisements while installed on the Vehicle and these losses may be deducted from any payments due to be made to you.

Changes of details

If you have been selected to take part in a Campaign, the selection would have been made based on your Vehicle type, where you live and a range of information (which you have provided to us when you registered with Adogo). If your circumstances change or if this information becomes inaccurate at any time during the Campaign, you need to inform us within a week. We give information to the advertisers based on the information you have provided.

Accuracy of Information

You certify that the information provided about your Vehicle to Adogo during the registration process is correct and up to date.

Your Responsibility

You shall ensure that the information we have about you, your Vehicle and your Vehicle mileage log is accurate. If at any point of time you want to verify or change the information we hold about you, you can contact us by email through hello@adogo.com.sg

Application, Maintenance and Removal of Advertisement Stickers

The application, maintenance and removal of Advertisement Stickers to your Vehicle has risks including changing the appearance of paintwork and damaging the Vehicle's appearance. This is a rare occurrence and we have taken steps to reduce the likelihood of such an occurrence. You are also to ensure that your Vehicle and the Advertisement Stickers on it are washed on a weekly basis, failing which may result in higher risk of damage to your Vehicle's paintwork or adhesive residues which may not be removed upon removal of the Advertisement Stickers. Neither Adogo nor the Advertiser can be held responsible for or give any warranty concerning damage caused, including any particles, dust or adhesives revealed by the application or removal of Advertisements.

At the end of the Advertising Period, Adogo will visit you to remove the advertisement or you can opt to remove it at your own convenience within a date, we will let you know when Advertisements must be removed from your Vehicle.

During the arranged installation day, please send us the exact location of your Vehicle (block, GPS coordinates, floor/lot number) for us to easily locate your Vehicle. We will require you to clean your Vehicle at the advertising surface area and to park your Vehicle in an accessible area for our staff to engage the installation process. For Bumper and Rear Windscreen installations, you are required to park either head-in direction or tail-in direction with 1.5m spacing at the rear to any objects. For Side installations, you are required to park your Vehicle whereby there are empty spaces at both sides of your Vehicle (preferably at a parking lot where less cars are parked at, e.g. at a high floor of a multi-storey carpark). If required, our staff will call you to seek your assistance to shift your Vehicle.

During the campaign, should there be any events that causes damage to the Advertisement, please contact us immediately to have the advertisement replaced as soon as possible.

When Advertisements are applied to your Vehicle you are branding your Vehicle and therefore to an extent, representing, the Advertiser as well as Adogo. As such we require that you refrain from engaging in any activity that has a not insignificant potential to cause harm to the Advertiser and/or to Adogo.

We believe that you will represent the Advertiser and Adogo responsibly and will not do anything that would harm either the reputation of the Advertiser or of Adogo. If any action you take harms either Adogo or the Advertiser we may be required to take action to cover any losses that arise as a result.

We are reliant on you to help ensure that the Advertiser has a positive experience with Adogo (i.e. awareness of their brand or product is increased in a positive way as a result of the Campaign) and doing so is likely to increase the chances that you will be selected more frequently for Campaigns.

Payment Terms

Payments to you are back-loaded or in arrears, which means that you will receive most of the payment amount towards the end of any Campaign. We do this to reduce the incentive to drivers for behaving in way that harms Adogo or the Advertiser. Payment will usually be made by bank transfer, or by cheques through special arrangements.

Adogo will perform checks from time to time to verify that drivers are displaying Advertisements and that all Vehicles partaking in any Adogo campaign are in a good condition, both mechanically and cosmetically. Checks may include requiring you to send in photos of your Vehicle with a random object to verify the recency of the photo as well as checks on the Vehicle in person. We require that you comply with any such requests. Failure to do so could result in partial or complete non-payment to you from Adogo.

Advertisements are STRICTLY not to be removed at all times within the Campaign period. Should there be any sign of advertisements being tempered, removed, peeled, amended, damaged, etc., Adogo reserve the rights to investigate the matter which may lead to non-payment to you.

Promotional Material

Adogo may or may not take photos of your Vehicle and may use these photos and any other relevant materials such as testimonials for uses including promotion of our services. If any such photograph is used in a document available to the public, we will endeavor to obscure your Vehicle's number plate so that it is illegible.

Personal Data

Adogo is committed to safeguarding & preserving the privacy of our Partners. You confirm to have read and understood the Adogo Personal Data Protection Policy, which may be found at <http://www.Adogo.com.sg>. In particular, your notice is drawn to the following:

“Information Specific To Drivers and Adogo Advertising Partners

- Except for car plate, age and profession, other Drivers' and Advertising Partners' information are confidential and will not be released under any circumstances
- Car route information which are collected will be anonymised and such information will not be released under any circumstances.”

Acceptance

By agreeing to take part in a Campaign you accept and agree to abide by these terms and conditions and understand the reasons you have been selected for an Adogo Campaign and what is required of you.