

T&C's

Content Creator Scholarship



1. Organiser

This contest is organised by EC English ("EC").

2. Parties

"EC English" refers to EC English Holdings Ltd (or the legal entity operating the scholarship).

"Scholarship Participant" or "Content Creator" refers to the individual selected under this program.

3. Prize

Up to five (5) selected Scholarship Participant will each receive four (4) weeks of free tuition at an EC English school of their choice (excluding Malta). The scholarship covers course fees only. Accommodation, transport, meals, visa costs, and all other expenses are the responsibility of the participant.

4. Eligibility

Scholarship Participants must be at least 18 years old and able to attend the programme at one of EC's school locations (excluding Malta). By applying, participants agree to create and provide the required content listed under Content Deliverables.

5. Content Deliverables

- a. Each selected Scholarship Participant agrees to deliver the following to EC:
 - i. **4 short-form videos** (1–2 minutes each, vertical format, high quality 1080p or 4K resolution, suitable for social media; artistic freedom is allowed). EC will provide the content topics to cover per video.
 - ii. **A package of 30 photos** showcasing their experience: living the EC journey, learning English abroad, exploring the city, and capturing authentic moments.
- b. All deliverables must be submitted as the 4-week course progresses, every week content must be sent to EC. EC reserves the right to request edits or additional materials to meet campaign standards.
- c. Participants must submit content via Google Drive or Dropbox. EC reserves the right to edit or reformat content for publication. EC will not be obliged to publish all content submitted.

6. Selection Process and Criteria

As part of the application, Scholarship Participants must submit a short vertical video (1–2 minutes) on the topic: *"Which EC destination would you choose and why?"*. All submissions will be reviewed by EC English's Marketing Team. Each video will be evaluated across the following four (4) criteria:

- **Creativity**
- **Script / Storytelling**
- **Filming Quality**
- **Editing**

7. Selection Process and Liability

- a. All selections will be made by EC English's internal review panel, based on the published criteria, content quality, and campaign suitability. EC will ensure that all entries are reviewed fairly and consistently.
- b. EC reserves the right to exercise reasonable discretion in its assessment of creativity, storytelling, and overall fit for the campaign. Scoring is inherently subjective; therefore, EC's evaluation and final selection decisions are final and binding.
- c. EC shall not be held liable for any claims, disputes, or perceived unfairness arising from the judging or selection process. No appeals or requests for re-evaluation will be accepted once winners have been announced.
- d. EC reserves the right to disqualify submissions that do not meet the technical, creative, or thematic requirements stated above, or that are deemed incomplete, inappropriate, or inconsistent with EC's brand values.

8. Travel Requirement

- a. Selected Scholarship Participant must begin their studies at EC in the first six (6) months of 2026. EC reserves the right to withdraw or reassign the scholarship if the participant fails to commit to studies within this timeframe. EC is not responsible for delays due to visa processing, travel restrictions, or personal circumstances beyond its control.

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- b. Participants are responsible for their own health, safety, and travel insurance during the scholarship period. EC shall not be liable for illness, accidents, or losses incurred during travel or while attending the course.

9. Visa Requirements

Scholarship Participant are responsible for obtaining any required visas or permits and ensuring their travel documentation complies with local laws. EC English cannot be held liable for denied visas, processing delays, or costs associated with visa applications.

10. Destination Preference

Destination assignments are subject to availability, local regulations, and operational capacity. EC reserves the right to allocate an alternative destination if necessary. No compensation or alternative benefit will be offered if a preferred destination cannot be provided.

11. Content Independence

- a. Scholarship Participant agree that all content created under the scholarship shall focus solely on their experience with EC. No content may reference, feature, or promote an agent. Participants will represent themselves exclusively as ambassadors of EC.
- b. Agents who share this campaign with their students also acknowledge and agree that any content created by the Scholarship Participant will not reference or promote the agent or their services in any way.

12. Usage Rights and Ownership

By submitting their content, participants grant EC English an irrevocable, worldwide, royalty-free, and transferable license to use, in whole or in part, in any format or media now known or later developed. This includes, but is not limited to, EC's websites, social media channels, paid advertising, promotional campaigns, and internal or external communications.

This license has no expiration date and remains in

effect indefinitely. EC English may use the Content for marketing, promotional, or educational purposes without further approval or compensation to the participant.

Participants confirm that all submitted Content is their own original work, does not infringe upon any third-party rights, and that all necessary permissions have been obtained for any persons, locations, or materials featured. Participants agree to indemnify and hold EC English harmless from any claims, damages, or liabilities arising from the use of the Content as outlined above.

13. Data Protection and Privacy

By participating, the Scholarship Participant consents to EC English processing their personal data in accordance with applicable data protection laws, including the EU General Data Protection Regulation (GDPR). Data will be used solely for administering scholarship and related marketing activities.

14. Confidentiality

Participants agree not to disclose any confidential or proprietary information obtained during their participation, including internal processes, staff communications, or unpublished campaign details.

15. Code of Conduct

Participants must uphold EC's brand values, including respectful conduct towards staff, students, and the public. EC reserves the right to terminate participation for behaviour that brings the brand into disrepute.

16. Cancellation of Scholarship Competition

EC reserves the right to cancel, amend, or postpone the contest at its discretion. By applying, participants confirm their acceptance of these Terms & Conditions.

17. Application Source

To assist in identifying whether a Scholarship Participant is engaged with an agent, the application form will include the field: "Where did you hear about this scholarship?"

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18. Scholarship Participants via Educational Agents

a. Exclusive Communication

In cases where a Scholarship Participant is currently engaged in discussions with an educational agent, EC English will maintain exclusive communication with the student regarding all aspects of the Content Creator Scholarship, including but not limited to campaign participation and content deliverables.

b. Agent Responsibilities

Agents agree to support their student in accordance with standard procedures including assistance with arrival, accommodation, and departure as per existing EC agent partnership agreements. However, EC retains sole authority over all communication concerning the scholarship itself.

c. Disclosure and Liability

EC English's awareness of whether a winning Scholarship Participant is a student represented by an educational agent is based solely on the information provided in the participant's scholarship application form. This includes the completion of the form field "*Where did you hear about this scholarship?*" with the option "*Agent.*"

EC English shall not be held liable for any failure to uphold agent-related agreements if the participant did not disclose their association with an agent in their application form. EC is not responsible for any omissions, misrepresentations, or lack of information provided by the participant regarding their communication with an agent.

d. Tuition and Commission

i. Students in the Process of Booking

In cases where the winning Scholarship Participant is a student currently in the process of booking a course through an agent, and had originally intended to book a minimum of eight (8) weeks of tuition, the scholarship shall cover the first four (4) weeks of tuition fees. Any additional weeks booked

shall remain commissionable to the agent in accordance with EC's standard policies.

ii. Students who have booked but not yet started

If the winning Scholarship Participant has already booked their course but has not yet commenced studies, they will be awarded an **additional four (4) weeks of tuition**. This additional tuition period is **not commissionable** to the agent.

Standard commercial terms will apply to accommodation booked within the additional 4-week weeks. The additional four (4) weeks must be completed at a single EC school location and cannot be split across multiple EC schools. Any additional weeks booked beyond the scholarship period shall remain commissionable to the agent in accordance with EC's standard policies.

iii. Current EC students

If the winning Scholarship Participant is already studying at an EC school, they will be awarded an **additional four (4) weeks of tuition**. This additional tuition period is **not commissionable** to the agent. Should the winning participant wish to transfer to another EC school for their scholarship period, this will be permitted; however, all transfer-related costs (including flights and transportation) are the responsibility of the participant. The additional four (4) weeks must be completed at a single EC school location and cannot be divided between two schools.

19. Announcement of Winners

- Up to five (5) Scholarship Participants will be selected as winners of the Content Creator Scholarship.
- The application period will be open from Monday, 3rd November 2025 to Monday, 1st December 2025. Applications will close at 11:59 PM (CEST time) on December 1st 2025.

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- c. The selection period will take place between December 2nd 2025 and December 7th 2025, and winners will be officially announced on Tuesday, 9th December 2025.
- d. All winners will be notified via email, and the announcement will also be shared on @ecenglish Instagram Stories on December 9th, 2025.

20. Non-Compliance and Termination

If a Scholarship Participant fails to meet the agreed deliverables, posting schedule, or overall participation requirements without valid mitigating circumstances, EC English reserves the right to review and, if necessary, terminate the agreement. In such cases, EC English may withdraw the scholarship and require reimbursement of the tuition value corresponding to the weeks attended. EC will provide formal notice within 7 business days and a reasonable opportunity for the participants to address any concerns before taking such action.

EC English will not be liable for any direct or indirect costs, including travel, accommodation, or personal expenses, incurred during or after the scholarship period should termination occur under these circumstances.

EC English has the right to terminate this agreement for any reason.

Neither party shall be held liable for failure to fulfil obligations due to events beyond reasonable control, including natural disasters, strikes, war, or government restrictions.

- 21. The scholarship has no cash value and is non-transferable. EC reserves the right to substitute the scholarship or modify the program where necessary due to unforeseen circumstances.
- 22. Any agreements shall be governed by and construed in accordance with the laws of Malta, and any disputes arising shall be subject to the exclusive jurisdiction of the courts of Malta

