

# TERMS AND CONDITIONS IN USING TRIPPLES

## Introduction

This document details out the Terms and Conditions in using <http://tripplesph.com>, which is being operated and managed by TripplesPH Corporation, a duly registered company in the Philippine's Securities and Exchange Commission or SEC, the government agency mandated to oversee operations of corporations.

Moreover, this document serves as an Agreement between you and TripplesPH Corporation when using our website <http://tripplesph.com>. By clicking the "I Agree" button or by ticking the box next to "Terms of Use" or "Terms and Conditions", you agree on all the provisions stated in this document.

Lastly, it is your responsibility to fully understand the contents and details published in this Terms and Conditions as well as monitor the changes/modifications/updates made from time to time. We shall put the date as to when the latest change is done. Your continued use of this platform/website means that you automatically agree with the changes or modifications made. We humbly request that you review our Terms and Conditions on a regular basis.

## Definition of Terms

**Tripples** – It is the social media advertising platform created and managed by TripplesPH Corporation, a SEC-registered company enlisted in 2017 but became operational in 2019. It is the first and the biggest online community of Drippers and Ripplers.

**Drippers** – It is the community of companies/brands/organizations (small, medium or big in size) who serve as clients of TripplesPH who believe in the company's ideals of serving the humanity, helping the businesses, and protecting the environment

**Ripplers** – It is the community of online Filipino users who believe in the ideals stated above and serve as the powerhouse of Tripples in creating contents and spreading campaigns

**Ripple (Noun)** – It is a small wave (or ring) on the surface of water usually seen when a stone is thrown on a still body of water (pool, pond, etc.). In Tagalog, it is known as "*mumunting alon*".

**Ripple (Verb)** – To form a wave; to have or produce ripple effect; spread.

**Ripple Effect** – It is a situation in which one event causes a series of other events to happen (Webster); it is the effect caused by a single action/event. TRipples, as the name suggests, wants to create ripple effects for humanity, businesses, and Mother Earth.

**Sign Up** – It is the process of putting in the details of either a Dripler or a Rippler into the Tripples system/platform

**Campaign** – It is a commercial/advertisement either for profit or for a cause that is put in the TRipples' platform and spread by the Ripplers. It comes into 3 forms: either “**Cash Campaign**” or “**Points Campaign**” or “**Rewards Campaign**”

**Cash Campaign** – A Campaign that offers **Cash** as reward for Ripplers who will spread/ripple the Campaign

**Points Campaign** – A Campaign that offers **Points** as reward for Ripplers who will spread/ripple the Campaign

**Rewards Campaign** – A Campaign that offers **Rewards** as a means to compensate Ripplers in spreading/rippling campaigns.

**Campaign Link** – It is the link that will direct Ripplers to the Page where the actual Campaign could be found

**Campaign Page** – It is the Internet page where the actual Campaign is found

**Campaign Headline** – Campaign Headline or CampHead, in short, is the title given to a particular Campaign whether Cash or Points Campaign. It is thought of and written in such a way that it would attract target readers and be viral

**Unique Visit** – Unique Visit or UV is the first time visit of a first time viewer of any Campaign Page. It is measured by the **Unique Click** (see below) by a **Unique Visitor** (see below) on the Campaign link and exposure to the Campaign Page for at least 3 seconds

**Unique Click** – Unique Click or UC is the first click done by a Unique Visitor (see below) on the Campaign Link leading to the Campaign Page

**Unique Visitor** – It is the person who clicked the Campaign Link and visited the Campaign Page for the first time

**Cost per Click** – Cost per Click or (CPC) is the amount of money allocated by TripplesPH for each UC a Rippler gets in spreading (or rippling) Cash Campaigns. Normally, it is pegged at **₱2.00** per Cash Campaign

**Click Cap** – It is the maximum number of clicks a Rippler can obtain per campaign. Usually, the maximum number of clicks is **50** but there will be times that it will be more. It is shown in the Campaign Page on top of the “Ripple this Campaign” button. Once the Rippler has reached the Click Cap, it means he/she has already obtained **₱100.00** coming from **50** UCs x **₱2.00** per click and can no longer add money to his/her **Wallet**

**Wallet** – It is the virtual wallet any active Rippler could get. The more active the Rippler is, the more money he/she could put in in his/her Wallet

**Payout** – It is the process of making the cash earned by Ripplers in sharing/rippling Campaigns available. It is done through money or bank transfer. This is the reason why Tripples would need additional information such as bank details, etc.

**Deck** – It is the term commonly used by the people in the advertising industry that refers to the proposal submitted by the media or social media advertising company to the clients or Drippers. It is normally presented in highly visual document (usually in PowerPoint slides) that provides information about the company and the products and services it provides

**Campaign Insertion Order** – Known as CIO in short, it is the document submitted by TripplesPH that details out the services it will provide to the Drippers. Once signed by the authorized representative of the Dripper together with the signed SOMECAG (see below), the Campaign officially commences

**SOMECAG** – SOMECAG is the short term or acronym for Social Media Campaign Agreement. It is the binding instrument that provides the details about the Campaigns Tripples is carrying out and guides both parties (TripplesPH and Drippers) in running the Campaigns

## **Signing Up**

### Signing Up as a Rippler

For Ripplers, signing up at Tripples is as easy as ABC!

First, key in your Username. We encourage the Ripplers to use their First Name and Last Name as their Username to make it easier for them and for us. We would need to have the real and complete name when awarding cash and or rewards to the Ripplers. We just want to make sure that we are not giving away cash or rewards to robots! This is the reason why those users with Username not being their first and last names may be denied in claiming their cash and rewards. Moreover, one person/user can only have one account as having multiple accounts

with Tripples is strictly prohibited. Violators of this policy shall not be able to encash his or her Cash Rewards in his/her wallet through our PayOut system.

Secondly, provide your email address. We would need it to communicate with you further especially in updating you with the latest campaigns, news and trends.

Lastly, think of any password and write it down. Just make sure that your password is easy to remember.

The Username and Password are the minimal requirements in signing up. However, you may proceed further by completing your Profile. Just remember that we need the details we are asking in the platform for us to run age, gender and location specific campaigns and for us to verify your identity and prove that you are not a robot when claiming your Cash or Rewards.

Tripples reserves the right to verify your account by sending you a link into your given email address. Check your email and click the “Verify my Email Address” button to complete the sign up process.

### Signing Up as a Dripler

Signing up for Driplers is not as easy as that of the Ripplers. It also requires more information about the company, the campaign and the contact person.

First, fill up the required fields about the company. These include Company Name, Email Address, Company Address, Contact Number, and Company Website. The more information we have about the company, the easier we can coordinate with you to proceed further.

Second, kindly give us information about the Campaign that you want to run. We would need the Campaign Name. If there’s no name or title for the campaign yet, it is okay. We can help you out. Then, we would need the Objective of the Campaign. This may be “to raise awareness of our new product” for brands or companies or “to mobilize volunteers for our upcoming Tree Planting activity” for NGOs and civil society organizations. Next, a brief Description is required to help us further appreciate what Driplers want to drive at. It will give us a deeper understanding of your campaign. Other details that we would need include Number of Days, Campaign Website, and Facebook Page.

Lastly, we would need the details of the Contact Person – Full Name, Email Address and Contact Number. Having these pieces of information would help get in touch with the Drippers, smoothly.

If in any case a signed up Dripler happens to be bogus, we will immediately terminate the company’s/organization’s account.

## Sharing/Rippling the Campaign

Sharing or “Rippling” our Campaigns is also as easy as 1-2-3. Even an elementary pupil, as long as he or she can read and write, could share or ripple our campaigns. Unfortunately, we do not welcome under-aged users here. We only cater to online users 18 years old and above. If in any case we find out that a Rippler is under age, Tripples will exercise its right to terminate the registration of said user.

So, how would the users share/ripple campaigns at Tripples? Here it is.

First, once you are Logged In, click on the “Campaigns” tab. A table of ongoing Campaigns will be shown to you with their corresponding icons and details. Browse through the Campaign/s which interest/s you and you will be ready in no time!

Then, click on the desired Campaign. You will be directed to another page which shows you 3 easy steps. Take note that we have 3 types of Campaigns – one is Cash Campaign, the next one is Points Campaign, and the last one, Rewards Campaign.

The 3-Step Process includes:

1. **Visit the Campaign Website to know the details.** It is important to know what you are sharing (or rippling) before sharing (or rippling) it. Thus, know the campaign details by doing this first step;
2. **Choose your Campaign Headline.** Campaign Headlines or CampHeads capture what the campaign is all about. Normally, three (3) choices will be given for you to choose from;
3. **Copy and Paste the Campaign Link.** Copy the link by clicking the “Generate Ripple Link” button. Then, paste the link on all your social media accounts. The more channels you paste link in, the more chances of making it viral. The more seeds you plant, the more harvest you will get!

To make more out of it, you may repeat these steps and use another CampHead. Just make sure you have a few days interval, say a week, to make it look like a weekly publication of the campaign.

Once you have done this 3-easy step process and have it repeated, just wait for its ripple effects to work for you.

## Inviting Friends

There are things in this world that are worth keeping to oneself and there are those worth sharing. Tripples is worth sharing. Would you not want your friends and relatives benefit from earning cash, points and rewards while being online through a legitimate platform? Of course, anyone who cares would.

If you care enough and would like to share the benefits of using Tripples, follow the steps below but also make sure you observe the rules stated thereafter.

### Steps in Inviting Friends:

1. Log in to Tripples: <https://tripplesph.com>. You must have an account first before you could log in. So, you better create an account if you have done so.
2. Once logged in, you can see a button at the lower right hand corner of the page. Click the "Invite Friends" button and you are ready to go!
3. Key in the email addresses of your friends and or their Facebook name.
4. Alternatively, you can copy and paste your personal link into your friends as personal message.

Just a friendly reminder: it is our policy that the Ripplers have only one account. Those who have multiple accounts shall be terminated or deprived from using our platform.

## Cashing Out

The good thing about Tripples is that there is real money. The cash in your e-Wallet is convertible to real cash.

That is why it is important that you have a bank account or an account with any money transfer outlets such as Palawan Express, Smart Padala, GCash, True Money, among others.

The minimum amount of money that you could withdraw from your account is ₱300.00. So, if your account has not yet reached that amount, just be patient and work harder.

To encash your money from your e-Wallet, simply just follow these steps:

1. Log in to Tripples: <https://tripplesph.com>.
2. Go to the “Campaigns” page by clicking the “Campaigns” Tab on the Menu Bar.
3. If you are sure that you have enough money in your e-Wallet, click the button, “Request Pay Out”

Please take note that your bank details are needed. Moreover, it is required that you provide a copy of your ID as we need to verify your identity. If there is discrepancy between the details you provided and your identification, Tripples reserves the right to deny your request.

## Making Contents

If you are a photo enthusiast (not a photobomber), a blogger, vlogger or a videographer, Tripples is also for you. We care for and cater to you as well.

We envision Tripples to be the preferred platform whereby Drippers and Ripplers hang out and get the most out of it. Specifically, we want Ripplers to not just earn cash and get points and rewards, but also to contribute original contents such as photos, blogs, vlogs and videos, among others.

So, if you are into these things, you will find the section below useful. These are the steps in making contents:

1. **Brand your Material.** For pictures and blogs, you can respectively put your name as watermark on the picture itself and on the blog article. Meanwhile, for any material, kindly add your name when naming the file. For example, “Picture\_Mt. Makiling\_Juan dela Cruz”
2. **Send us A Copy.** Once you have name on the material itself or on the file name, send it to us at [askus@tripplesph.com](mailto:askus@tripplesph.com)

Once your material is received, we will store it in our database and label it accordingly for review. We shall review every material submitted to us prior to using it or posting it. We shall make sure that:

1. The material is original
2. The material does not contain any obscene and profane images and words

3. The material is of good quality
4. The material adheres to the ideals and values of Tripples

## Asking Us

There are three (3) ways to ask us of any inquiry. Each one has its own advantage as well as disadvantage. Here are the ways you could reach us for your inquiries.

1. **Email.** You can email us at [askus@tripples.com](mailto:askus@tripples.com) for any inquiries. The advantage of using our email system is that the conversation is recorded in a nicely archived loop of messages. Moreover, reaching us through email is advantageous to both you and Tripples if you are to send attachments such as your valid ID, materials for content, etc.
2. **Tawkto.** Takwto is Tripples' personal messaging (PM) system and one of its best features is the possible immediacy in responding to your queries. That is if our Customer Support Services Officer is online and not busy by the time you send your PM to us.
3. **Tripples' FB Page.** The last option that you could resort to is our FB Page: <https://www.facebook.com/TRipplesPH/>. You can easily send messages as well as attachments using this platform.

If in any case Tripples finds out that a user sends us unscrupulous messages to any of these channels/ways, Tripples reserves the right to terminate the account of said user.