

## **Blockchain.News Contribution Points Scheme**

### **Terms and Conditions**

Effective as of July 12, 2019

The Contribution Points Scheme Terms and Conditions (“Terms and Conditions”) serve to govern the Contribution Points Scheme (“Reward Scheme”) operated by Blockchain.News, the blockchain news division wholly owned and managed by Worldmoney Blockchain Management Co., Ltd. Through the Reward Scheme, the writers and users of Blockchain.News can get rewarded for certain actions taken in a systematic manner based on the criteria listed in the Reward Scheme terms below.

By participating in the Reward Scheme, you as the writer agree to these Terms and Conditions listed below, as well as the general Terms and Conditions, Privacy Policy, and all other terms and conditions that generally apply to the Blockchain.News website and mobile applications (collectively known as the “Terms”).

Please carefully read and accept the Term and Conditions below. By accepting these Terms and Conditions, you are entering into a binding agreement between you and Blockchain.News and confirm that you have fully read and understood the conditions listed below.

#### **1. Contribution Points Scheme**

The Contribution Points Scheme is a reward scheme that was established by Blockchain.News to provide a reward system for users who actively contribute to the growth and advancement of the Blockchain.News platform. Currently, the first phase of the Reward Scheme serves to reward writers with Contribution Points (“CP”) for certain content that they publish on the Blockchain.News platform. Writers will be able to decide which articles they wish to have participate in the Reward Scheme.

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#### **Website**

<https://blockchain.news>  
<http://bitcoin.news>

#### **Contact Us**

 [info@blockchain.news](mailto:info@blockchain.news)  
 +852 3468 - 4036

#### **Social Media**



A summary of the Reward Scheme is as follows:

- Published post = 100 CP
- Featured post = 300 CP
- Article of the Month (Max 3 selected articles per month) = 100 CP
- Social Media (over 3 social media platforms – maximum of 50 CP for each social media platform)

	Twitter	LinkedIn	Facebook
Likes (20 CP)	>= 20 likes	>= 20 likes	>= 15 likes
Shares (30 CP)	>= 8 shares	>= 5 shares	>= 5 shares

*For example, for Twitter, the user must first share the official Blockchain.News post and then get at least 20 or more likes to get 20 CP from the Likes category and at least 8 or more shares originating from the official post to get the 30 CP from the Shares category. If both categories are achieved, the post will get the maximum 50 CP for Twitter.*

- In order to get any amount of CP under any category, the user must share the official post AT LEAST ONCE in at least one social media platform (Twitter, LinkedIn, or Facebook)

For every post that is published, the user will be rewarded 100 CP. If it is deemed to be of a high quality and worthy of being published as a featured article, the article will be awarded 300 additional CP. In addition, a total of 3 articles will be selected each month based on the quality of the content and popularity on social media to be “Articles of the Month” and each will be rewarded 100 additional CP.

On the day of the publishing of the relevant article, Blockchain.News official accounts will post articles across all official social media platforms, namely Twitter, LinkedIn and Facebook. By sharing the official post, individual writers will then be able to gain CP based on the number of shares and likes shown on the original posts for each social media platform (based on the social media award chart above).

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## 2. Evaluation Criteria of Submitted Articles

- Basic requirements of the writer articles
  - No minimum word count
  - Information related to blockchain and cryptocurrencies
  - Articles must include both the thumbnail and featured photos
    - Writers can use the same photo for both the thumbnail and featured photo as long as they meet the image size specifications below
  - The articles submitted must be original and independent
  - Proper references are required for any data source used
- Eligibility of writer articles

Articles are not eligible for submission as part of the Reward Scheme if they belong to any one of the following categories:

  - Materials considered to be promotional or marketing materials for other projects, such as press releases
  - Content that is not the original work of the author, or plagiarism
  - Any offensive or insulting viewpoints that contain malicious intent
- Image guidelines
  - Image requirement
    - Thumbnail photo: 357 px x 234 px
    - Featured photo: 1200 px x 630 px
  - Writers must quote the image source at the end of the article
  - Single logo images are not permitted as either the thumbnail or featured photo
- Criteria for getting Social Media CP
  - Attaining the like and share quotas required in through sharing the official social media posts originating from the Blockchain.News channels
- Guidelines for getting Featured Article CP
  - In-depth analysis with nicely presented charts or infographics
- Guidelines for the Top 3 Article of the Month bonus CP
  - Unique content with in-depth analyses and infographics
  - Most number of Social Media likes and shares
- The writer is responsible for providing evidence that all steps have been completed (i.e. Social media likes + shares) by sending an email to [content@blockchain.news](mailto:content@blockchain.news).

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### 3. Awarding of CP

CP will be rewarded by the Blockchain.News Official Account after each rewardable action is deemed to be complete. In situations where it is necessary for users to provide evidence of their fulfillment of certain requirements, it is the responsibility of users to properly communicate this evidence to the Blockchain.News team before CP can be awarded. Blockchain.News reserves the final decision as to the awarding of CP to any specific user.

CP will usually be credited to user accounts within 2 days of the approval of the reward by the Blockchain.News team. If there are disputes regarding the claiming of CP, users should contact [content@blockchain.news](mailto:content@blockchain.news) and a response will be provided within 2 working days of the receipt of the enquiry.

### 4. CP Withdrawal

The withdrawal of CP will result in a conversion of the CP to Ethereum (“ETH”) based on the conversion rate displayed on the CP Withdrawal Page (“Conversion Rate”). The Conversion Rate shown on the withdrawal form is only for reference. The final Conversion Rate will be locked in at the time of withdrawal request submission. The details of the withdrawal, including the final Conversion Rate used and the Receiver’s ETH address, will be sent to the user for confirmation. The user must confirm that the transaction details are valid within 30 minutes of receiving the confirmation email, replying with the words “CONFIRM”, otherwise the transaction will be deemed cancelled. In the case of any errors in the information contained in the confirmation email, the user should reply to the confirmation email with the corrected information and the Blockchain.News team will handle each case accordingly.

Only withdrawals of balances of at least 2,000 CP will be permitted. A maximum of 10,000 CP can be withdrawn per account on a weekly basis. For the purposes of these Terms and Conditions, a week is defined as starting on Monday 12:00AM (GMT+8) and ending on Sunday 11:59PM (GMT+8). Users must first fulfill the proper Know Your Customer (“KYC”) procedures in order to initiate the withdrawal process for the first time.

Upon receipt of the user withdrawal request, Blockchain.News will process the application within 3 working days of the approval of the withdrawal request.

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## 5. Know Your Customer (KYC) Procedures

Any users who wish to withdraw their CP from their account for the first time must go through the necessary KYC procedures before doing so. When writers join the Reward Scheme, they must provide valid social media accounts, such as LinkedIn, Twitter, or Facebook and email addresses for approval before participation. This can be provided both via email or entered into the writer's Blockchain.News profile. This is done to ensure that every user has only one active account and prevent the creation of fraudulent accounts.

Users withdrawing funds for the first time must also complete the Citizen/Resident disclosure to confirm that they or the respective Ethereum wallet owner, if the wallet owner and user are not the same person, are not nationals or residents of any restricted jurisdiction. At the moment, citizens and residents from certain locations will not be allowed to participate. As the regulatory environments and conditions change Blockchain.News reserves the right to modify this list accordingly.

## 6. Termination

Blockchain.News reserves the right in its sole discretion to terminate any user's participation in the Reward Scheme at any time.

## 7. Taxes

The Reward Scheme will be open to Blockchain.News international community members. As residents and citizens of different tax regimes will be involved in the Reward Scheme, it will be the user's sole responsibility to report and pay any applicable taxes to the respective tax jurisdiction in relation to the user's participation in the Reward Scheme.


## 8. Copyrights

Copyrights to all content created by users will be transferred to Blockchain.News once the content has been published. Blockchain.News will take full ownership of the content and may make any changes deemed necessary and will have the right to publish the document in other locations at the full discretion of Blockchain.News. If the original writer wishes to post the content elsewhere outside of the Blockchain.News platform, the writer must provide proper references to the original article published on the Blockchain.News platform. Blockchain.News reserves the right to take legal action against any copyright violations or plagiarism.

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## 9. Confidentiality

Any exchange of information and documents between Blockchain.News and the writer that are not intended to be included in the final work will be kept confidential and will not be shared with any other third parties. Any NDA agreement that is signed between you as the writer and Blockchain.News will supersede this clause.

## 10. Governing Laws

The formulation, legal force, application and interpretation of these Terms and Conditions shall be governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China.

## 11. General Terms

You participate in the Reward Scheme at your own risk. You agree that you as the user are solely responsible for your actions in connection with the Reward Scheme, any breach of your obligations under the Terms and Conditions, and for the consequences of any such breach.

Blockchain.News reserves the right to interpret and apply the policies and procedures communicated within the Terms and Conditions in its entirety.

## 12. Disclaimer

Blockchain.News reserves the right to modify or discontinue the Program and its Terms and Conditions at any time, either temporarily or permanently (or any part thereof). Blockchain.News will usually provide notice to users within a reasonable period in advance of any changes or updates to the Terms and Conditions.


## 13. Contact Us

If you have any questions or concerns regarding any of the Terms and Conditions, feel free to email us at [content@blockchain.news](mailto:content@blockchain.news).

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