

‘Vegan and Thriving’ Promotion : Terms and Conditions of Participation

The Promoter of the ‘Vegan and Thriving’ Promotion is The Vegan Society. Donald Watson House, 21 Hylton Street, Birmingham B18 6HJ.

By participating in the ‘Vegan and Thriving’ Competition, you (“You”, the “Entrant”) expressly accept these Terms and Conditions and agree to be bound by them. Please retain a copy for your information.

1. Eligibility

1.1. This promotion is open to residents of mainland Great Britain only (England, Scotland and Wales) aged 18 or over, excluding employees and their immediate families of the Promoter, its agents, or anyone else professionally connected with this promotion.

1.2. Maximum of 1 entry per person, no matter the entry route used.

2. Promotional Period

2.1. The Promotion Period will open Thursday 5th November and will close at 23.59 on Thursday 19th November (“Promotion Period”).

3. How to Enter

3.1. To enter the competition, entrants must identify as vegan, follow The Vegan Society on the same social media platform on which they enter the competition. Entrants must have a public social media profile, and tag a minimum of two different vegans who inspire them for a chance to win, in a comment on the designated Facebook or Instagram competition post, only on The Vegan Society’s official Facebook or Instagram page. To be considered, the tagged profiles must be genuine personal accounts rather than business accounts or pages.

3.2. Entries (bulk or otherwise) made from trade, syndicates, consumer groups or third parties will not be accepted. If it becomes apparent that a participant is reposting the same content multiple times or using a computer(s) to circumvent this or any other condition by, for example, the use of ‘script’, ‘brute force’ or any other automated means, that person’s entries will be disqualified and any prize award will be void.

3.3. Incomplete, illegible, invalid or misdirected entries/claims will not be accepted. Proof of sending will not be accepted as proof of delivery. The Promoter takes no responsibility for entries/claims delayed, incomplete or lost due to technical reasons or otherwise.

4. The Prizes

4.1. The competition offers four prizes, with four separate winners selected at random. Prizes consist of one Liforme yoga mat, a year's supply of The Vegan Society’s VEG 1 and two *Plant-Based Magic* cookbooks by Lisanna Wallance. Each winner will receive one of the four prizes, allocated at random. Winners cannot choose or exchange their prize for an alternative.

4.2. The winner of the Liforme yoga mat will be invited to select three preferred mats in order of preference, each valued at £100 or less. Subject to availability, one mat from the preferred list

will be sent to the winner. If none of the preferred mats are available, the prize provider reserves the right to supply an alternative mat of their choice, valued at £100 or less.

4.3. The winner of the one-year supply of VEG 1 will receive the flavour selected by the prize provider. Requests for an alternative flavour may be considered where necessary to accommodate dietary requirements. The prize cannot be exchanged for an alternative product from The Vegan Society's website.

4.4. Every prize is non-transferrable, non-refundable and can't be exchanged for cash or an alternative prize.

4.5. The Vegan Society reserves the right to substitute the prize with another of equal or greater value if circumstances beyond its control make this necessary.

5. Winner Selection and Notification

5.1. The winners will be randomly selected by a computerised random generator from all entries. The winner will be notified via social media therefore a public profile is required within 14 days of the closing date and will have 14 days from notification to claim their prize. If a winner does not claim their prize within this timeframe the promoter reserves the right to withdraw prize entitlement and will award the prize to a reserve drawn at the same time as the original.

5.2. To claim the prize, the winners must provide an email address, their full name and a delivery address within 14 days of initial notification, this information will be used for winner verification and prize fulfilment. Prizes will be distributed as follows: the two books will be sent directly to respective winners by The Vegan Society; the yoga mat will be sent directly by the prize provider; and the one-year supply of VEG 1 will be arranged through the relevant team at The Vegan Society. All winners will be contacted to provide the information necessary to arrange delivery of their prize.

5.3. In the case that any winner does not respond in time, rejects their prize or is ineligible, a reserve winner (selected using the same methodology as above) will be contacted.

5.4. It is the responsibility of the entrant to provide correct, up-to-date details when entering the promotion and on prize acceptance. The Promoter cannot be held responsible for winners failing to supply accurate information which affects their eligibility to win the prize or the ability of the Promoter to successfully make contact.

6. Privacy Policy

6.1. By participating, you confirm that:

6.1. Your participation does not violate any third-party rights;

6.2. The Promoter will only use the personal details supplied for the administration of the promotion and for no other purpose, unless we have your consent. Your personal details will at all times be kept confidential and in accordance with current Data Protection legislation. Visit <https://www.vegansociety.com/privacy-and-cookie-policy> for the Promoter's Privacy Policy. Data will be stored for three months after the close of the promotion before deletion. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to

dataprotection@vegansociety.com. By participating in the promotion, you agree to the use of your personal data as described here.

6.3. The Vegan Society will use the contact details you provide in accordance with the privacy policy, to notify you of a potential win. Please refer here for The Vegan Society Privacy Policy: <https://www.vegansociety.com/privacy-and-cookie-policy>. You accept the Privacy Policy when entering the competition.

7. Applicable Law

7.1. These Terms and Conditions (and any non-contractual issues which arise out of or in connection with them) are governed by the laws of England and Wales and are subject to the exclusive jurisdiction of the courts of England and Wales unless you live in another part of the United Kingdom in which case your local laws and courts will have jurisdiction.

8. General

8.1. The Promoter will make available the surname and county of residence of each winner to members of the public or regulators who request such details within 3 months of the closing date of this promotion. Entrants can object to disclosure, or request that disclosure be limited in scope by contacting dataprotection@vegansociety.com. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so. You may request a copy of the winners list by emailing dataprotection@vegansociety.com. The Promoter reserves the right to refuse such requests.

8.2. The Promoter reserves the right to refuse to award a prize or withdraw prize entitlement and/or refuse further participation in the promotion and disqualify the entrant where there are reasonable grounds to believe there has been a breach of these terms and conditions, any instructions forming part of this promotion's entry requirements or otherwise where a participant has gained unfair advantage in participating or won using fraudulent means.

8.3. If for any reason any aspect of this promotion is not capable of running as planned, including by reason of infection by computer virus, network failure, traffic congestion, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter may in its sole discretion cancel, modify or suspend the promotion or invalidate any affected entries.

8.4. If any act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these terms and conditions (including but not limited to global or regional health crises, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God), the Promoter will not be liable for any failure to perform or delay in performing its obligations but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.

8.5. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense

or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this promotion, the fulfilment of the prizes and/or the use of the prizes, except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.

8.6. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these terms and conditions and the remaining clauses shall survive and remain in full force and effect.