

## CHEESE LOVERS AND VIP Full Terms & Conditions

1. The Cheese Lovers and VIP (VERY IMPORTANT PILGRIM) club Promotion is open to residents of the United Kingdom aged 18 and over only, excluding employees of Adams Foods, their families and any companies associated with the Promotion.
2. The Promotion is open from 10am GMT (Greenwich Mean Time) on 4<sup>th</sup> February 2014 to 23.59pm GMT on 1st December 2014.
3. Internet access and a valid Facebook account are required. A smart phone is required if entering via mobile phone into this Promotion.
4. Purchase is not necessary to enter.
5. **To Enter:** Visit <https://www.facebook.com/PilgrimsChoice>, Like our Facebook page and upload your image that includes Pilgrim Choice cheese (maximum 6MB, JPG), your recipe of any dish that contains Pilgrim Choice cheese (maximum 100 words) or tell us (maximum in 100 words) `Why are you Pilgrim Choice Cheese Lover?`. Then complete your personal details and submit your entry.
6. **Competition Prizes:** 110 x VIP (VERY IMPORTANT PILGRIM) Cheese Lovers On-line club access until 31<sup>st</sup> December 2014. This on-line access will provide Cheese Lovers with an exclusive website entry, suggestions about new products, recipes and where to buy new cheese products. Each month there will be 3 prizes awarded in total (1 prize per winner from each submitted category: 1. image, 2. recipe and 3. written answer to the question). ***Winners will need to sign NDA (Non-Disclosure Agreement) to join the VIP (VERY IMPORTANT PILGRIM) Cheese Lovers on-line club.***
7. **Wrap up Draw Prizes:** 10 x Pilgrims Choice cheese vouchers. Standard Pilgrim Choice Cheese Vouchers' Terms and Conditions apply. Pilgrims Choice cheese vouchers can only be used in payment for any Pilgrims Choice Cheese block in store. Only one voucher can be used against each item purchased. Pilgrims Choice cheese vouchers are valid until 31.03.2015 and are redeemable in any supermarket (in the United Kingdom) which stocks/sells Pilgrims Choice cheese.
8. There is no cash alternative. Prizes are non-transferable and non-refundable.

9. Please allow 28 days for the delivery of the prizes.
10. All entries must be made personally by the entrant.
11. One entry per person only.
12. Bulk entries made from trade, consumer groups or third parties will not be accepted. Incomplete or illegible entries, entries submitted by or via third parties or syndicates, entries submitted by macros or other automated means, and entries which do not satisfy the requirements of these Terms and Conditions in full will be disqualified and will not be counted. If the Promoter has grounds to suspect any entrant or third party of cheating, deception or fraudulent conduct of any kind (including, without limitation, manipulating the Promotion, the Promoter reserves the right (in its sole discretion) to disqualify any entrant, entry or person if it reasonably believes to be responsible for, or associated with, such activity.
13. Proof of identity may be required by the Promoter. Failure to provide proof of identity may result in disqualification from this Promotion.
14. **Winners Selection in Monthly Competition:** Every eligible submitted entry will be judged and scored every month by a panel of judges in each submitted category: 1. image, 2. recipe and 3. written answer to the question, including one independent judge, according to the following criteria:
  - **Originality** - uniqueness in the submitted image, recipe or written answer to the question (submitted image should include Pilgrim Choice cheese, submitted recipe of any dish should contain Pilgrim Choice cheese, submitted answer should be to the following question: `Why are you Pilgrim Choice Cheese Lover?` ).
  - **Brand Relevance** - the submitted image, recipe or written answer should be relevant to the Pilgrim Choice cheese brand.
  - **Inspiration** - the submitted image, recipe or written answer should show the process of being mentally stimulated to do or feel something about Pilgrim Choice cheese, show a sudden or brilliant idea what possible to do with Pilgrim Choice cheese or how to enjoy Pilgrim Choice cheese, or submitted entry provides or shows creative or spiritual inspiration from eating, cooking or using Pilgrim Choice cheese.
15. Competition winners selection is a 2 stage process:

**Stage One: Shortlisting.** All submitted images, recipes and written answers into the competition each month, will be reviewed using the judging criteria stated in clause 14 above to determine a shortlist of the top 5 entries in each category. In the event of a tie amongst entries to get on the shortlist, all such entries will be placed on the shortlist.

**Stage Two: Judging.** Within 7 working days after the shortlisting, the top 5 shortlisted entries in each category will be reviewed by a judging panel containing at least one judge independent of the Promoter. They will select top 3 entries (1 entry with a highest score in each category: 1. Image, 2. Recipe and 3. Written Answer) that best reflect the stated judging criteria above.

In the event of a tie amongst entries in each category (where there is more than one entry that has the same score), all such entries will be entered into the random prize draw. For your total confidence, the winner (in the event of a tie) will be selected in a random draw by an independent person, within 5 working days after judging.

**16. Winners Selection in Wrap up Draw:** All eligible entries in this Promotion will be also entered into the Wrap up Prize Draw. For your total confidence, prize draw winners will be selected randomly after the closing date of this Promotion in a prize draw from all eligible entries received within 7 working days by an independent person.

**17. Winners` notification:** Winners will be notified by e-mail and/or phone within 10 working days after the judging or after the draw. Those not contactable via reasonable means (after reasonable efforts) within 7 working days after initial notification may be disqualified and an alternative winning entrant may be awarded the prize on the same basis as described above.

**18. Data Protection:** The entrants' personal details will at all times be kept confidential and only used for the operation and purposes of the Promotion as described in these Terms and Conditions. The entrant hereby accepts and acknowledges such usage within the scope of this Promotion. However by

entering the Promotion, unless the entrant has specifically indicated otherwise, the Promoter reserves the right to contact the entrant with news, marketing information, promotions and offers after the closing date of this Promotion.

19. The Promoter uses cookies to support the application in this Promotion. Entrants can, should they choose, disable the cookies from their browser but this may prevent entrants from fully accessing the application.
20. Winners may be required to participate in reasonable publicity relating to this Promotion.
21. The Promoter may refuse to upload and will remove any submitted entry on Facebook for any of the following reasons.

The entry:

- a. Uses defamatory or malicious content;
  - b. Contains indecent or inappropriate content;
  - c. Includes any link to inappropriate drinking;
  - d. Includes trademarks, logos or copyrighted material not owned by the entrant. Each entry must be the entrant's own original creation executed solely by entrant;
  - e. Refers to brands other than those of the Promoter. Entries cannot advertise or promote any third party brand or product of any kind or contain any personal information or identification, including, but not limited to: license plate numbers, personal names, e-mail addresses, phone numbers, or street addresses;
  - f. Is obscene or offensive, or endorses any form of hate or hate group;
  - g. Defames, misrepresents or contains disparaging remarks about any person or entity, including but not limited to the Promoter, as determined in the sole discretion of the Promoter; or
  - h. Contains any material that may, in the sole judgment of Promoter, infringe on the intellectual property rights of any third party, including but not limited to, copyrights or trademarks owned by others.
22. By entering, the entrant agrees that:
    - a. They grant to the Promoter an exclusive royalty free and irrevocable license for 24 months from the opening date of this Promotion to use their submitted images, recipes, written answers, sublicense, copy,

transmit via any sort of digital or analogue media, publish, delete and otherwise exploit, to distribute, reproduce, publicly display and perform, modify, adapt, edit, create works and otherwise use the contents of the entry as well as the usage of the entrants' moral rights on the images, without any consideration and otherwise use of their name, likeness, address, and any statements made by or attributed to the entrant, in whole or in part, either alone or in combination with other materials and content, in connection with the purposes of the Promotion;

- b. They grant to the Promoter the right to use their images, recipes and written answers on the Promoter's website and Facebook for a period of 24 months within the scope of the licence mentioned in clause `a` above from the opening date of this Promotion, in any reasonable manner and media the Promoter deems reasonable and for no further consideration;
  - c. The entrant agrees to sign any necessary documents and deeds in the future in relation to the licence mentioned above upon request of the Promoter. The entrant hereby agrees and declares that he/she will not in any case raise any monetary or non-monetary claims in relation to the submitted images, recipes or written answers; and
  - d. The entrant indemnifies the Promoter against any claims, liability, damages, costs or expenses incurred as a result of entering into this promotion.
23. The winners' names, counties and winning entry (for competition only) can be found by e-mailing to [pilgrims@brazenpr.com](mailto:pilgrims@brazenpr.com) after 10<sup>th</sup> January 2015 for 4 weeks.
24. The Promoter accepts no responsibility for entries that are lost, delayed, misdirected or incomplete or cannot be delivered or entered for any technical or other reason.
25. The Promoter will do its best to ensure delivery of the prizes as stated, but it reserves the right to substitute the prizes of similar or greater value in the event of non-availability of the stated prizes.

26. The Promoter cannot accept any responsibility for any damage, loss, liabilities, injury, costs, expenses or claims suffered by entrants as a result of accepting the prizes.
27. This Promotion is in no way sponsored, administered by or endorsed by, or associated with Facebook. You understand that you are providing your information to the Promoter and not to Facebook. Facebook has no liability for any element of this Promotion.
28. The Promoter reserves the right not to award a prize(s) if there is insufficient number of entrants or those entered and otherwise winning do not meet reasonable standards as defined by the selection criteria as set out in these Terms.
29. The Promoter`s decision in all matters is final and binding and no correspondence will be entered into.
30. The Promoter will be entitled to suspend or terminate the Promotion at any time if circumstances adversely affect the operation of the Promotion beyond its reasonable control or foresight and will not be liable to anyone as a result.
31. The Promoter shall not be liable for any failure to comply with its obligations where the failure is caused by something outside its reasonable control or any other circumstances amounting to force majeure.
32. By entering the Promotion you are deemed to have accepted these Terms and Conditions.
33. This Promotion will be governed by laws of England and the jurisdiction of the Courts of England.
34. **Promoter:** Adams Foods Ltd., Sunnyhills Road, Leek, Staffordshire, ST13 5SP.