



**PROMOTION RULES AND
REGULATIONS VEDETT FRIENDS IN
YOUR FRIDGE 2017**

Article 1 – Subject

- 1.1 These rules apply to the 'Vedett Friends in your Fridge 2017' promotion organized by Duvel Moortgat UK Ltd, company number 05825040, with registered office at The Old Truman Brewery, 91 Brick Lane, London, E1 6QL (hereinafter referred to as “**Duvel**”).
- 1.2 This is a temporary promotion which will provide 35,000 participants with a voucher to claim the gift described in Article 4, without an obligation to purchase and without costs of entry.
- 1.3 The promotion will be communicated by on-shelf signage in selected Co-op Stores.
- 1.4 Participants who meet the criteria in Article 5 may participate by obtaining a voucher and entering into the promotion as described in Article 3.2.

Article 2 – Duration

The promotion will start on March 1st 2017 and will end on the earlier of (a) March 21st 2017 or (b) the date on which all 35,000 vouchers have been claimed.

Article 3 – Promotion rules

- 3.1 Participants must obtain a voucher to participate in this promotion and to claim the gift.
- 3.2 The vouchers can be obtained by visiting Co-op Stores which contain on-shelf signage referring to this promotion. Vouchers will be located on-shelf in the Beer, Wine & Spirits aisle in front of the Vedett Extra Blond shelf-facing within those stores.
- 3.3 Participants must then follow the instructions outlined on the contest page at <http://www.vedett.com/fiyf>. Participants will be required to provide their name, surname, postal address (to receive the gift) and email address (to confirm their submission). Participants must also upload the image(s) they wish to appear on their gift and, in doing so, they must confirm that they have read the Vedett Extra Terms and Conditions For Users Wishing To Upload Content and agree to it.

3.4 By uploading the images to the website, participants are confirming that they are the persons depicted or if uploading images of any third party, participants are confirming that they have obtained the prior consent of that party to submit such content to the promotion and for the image(s) to appear on the gift.

3.5 The images uploaded by each participant will only be used for the gift for that particular participant and will not be published elsewhere by Duvel.

3.6 Maximum of one gift per voucher.

Article 4 – Gift

Each gift is a set of 24 personalised beer bottle back label stickers, which will be sent to the participants by 2nd class postal mail within 2 weeks after they have followed the process in Article 3. The gift is fixed and is not exchangeable for other goods or its value in cash.

Article 5 – Eligibility

5.1 The promotion is open to anyone who is at least 18 years old and who is domiciled in the United Kingdom.

5.2 In the event of abuse, deception or fraud Duvel expressly reserves the right to exclude the participants concerned from participation in this and/or other Duvel promotions.

Article 6 – Communication

There will be no communication by letter, telephone or e-mail about the promotion prior to the participant entering the promotion itself.

Article 7 - Liability

7.1 Neither Duvel, its employees, nor any third parties called upon to assist with this promotion can be held liable for any loss or damage of any kind whatsoever, which could arise from the organisation of this promotion, including the participation in the promotion and the provision of the gifts to each participant.

7.2 Participation in the promotion implies knowledge and acceptance of the features and the limitations of the Internet, particularly with regard to technical performance, the risk of failures and, more generally speaking, the risks inherent in any connection and transfer via the Internet, the absence of security of certain details against possible diversions and the

risks of contamination by possible viruses on the network. Neither Duvel, its members of staff, or any third parties called upon to assist with this promotion can in any way be held liable for the following, including but not limited to:

- Internet transmission faults;
- Incorrect operation of the Internet or the software used;
- The consequences of viruses, bugs, anomalies, technical faults;
- or any technical, hardware or software faults.

7.3 Duvel cannot in any way be held liable for any direct or indirect loss or damage arising from any failure, or for any malfunction whatsoever, the exclusion of participants or the termination of the promotion for whichever reason. This also applies to any direct or indirect loss or damage which could arise from connecting to the website. All participants must take all the necessary precautions in order to secure their personal details and software programs on their computer against any type of contamination. The participants bear full responsibility for the connection to the Duvel website and participation in the promotion.

7.4 Duvel reserves the right to amend the promotion or part thereof, or to postpone it, to shorten or cancel it due to, for example, although this list is not exhaustive, unforeseen circumstances or changes in legislation. If such an amendment is implemented, participants or other persons do not have any right to claim any damages or compensation whatsoever.

7.5 For the avoidance of any doubt, Co-operative Group Food Limited (26715R) trading as Co-operative Food (525R) is not the promoter. Co-operative Group Food limited and its subsidiary or parent undertakings will not be liable for any breaches of these terms and conditions by the promoter, Duvel.

7.6 Any disputes arising out of these Rules and Regulations will be governed exclusively by English law.

Article 8 – Identification

All participants must identify themselves when entering the promotion. When participating in the promotion, all participants must enter the details referred to in Article 3.3. The above personal details entered on the promotion entry form will only be used to send the set of 24 personalised beer bottle back label stickers to the participants.

Article 9 – Data protection

- 9.1 The provisions of the Data Protection Act 1998 for the processing of personal details will apply. Any details provided by the participant through this promotion will only be stored and processed by Duvel Moortgat UK Ltd, company registration no. 05825040, whose registered office is located at The Old Truman Brewery, 91 Brick Lane, London, E1 6QL.
- 9.2 These details will only be used for the following purposes:
- Processing the promotion entry;
 - Informing the participant about interesting Duvel products/services (direct marketing).
If participants do not wish to receive such information, they can cross this option out upon confirmation of their participation.
- 9.3 The aforementioned Act gives participants the right to view their personal data held by Duvel. Participants can contact Duvel for this purpose by sending an e-mail requesting this information to vedettuk@vedett.com.

Article 10 – Agreement to These Rules and Regulations

By participating in the promotion, the participant unreservedly accepts the entire content and all of the terms of these rules, as well as any decisions which the organisers might take in order to ensure the smooth running of the promotion.