

**Additional Promotion Official Rules For Residents of the
United Kingdom**

IMPORTANT! Please read the official rules (“**Key Rules**”) provided with the relevant prize draw or contest (the “**Promotion**”) and the following additional promotion official rules (“**Additional Rules**”) before entering the Promotion. The Additional Rules and the Key Rules together are referred to as the “**Official Rules**”. By entering the Promotion, you agree to be bound by the Official Rules and represent to the “**Promoter**” identified in the Key Rules that you satisfy all eligibility requirements for the Promotion.

1. **Document Hierarchy:** If there is any conflict between these Additional Rules and the Key Rules, the Key Rules will apply.
2. **Eligibility to Enter:** The Promotion is open to residents of the Promotion Jurisdiction identified in the Key Rules who are at least of the age identified in the Key Rules.
3. **Entry Period:** The Promotion is open during the entry period identified in the Key Rules (“**Entry Period**”).
4. **Persons Excluded From Entering:** Directors, officers, shareholders, and employees of the Promoter, Promoter’s affiliate companies, Promoter’s vendors, Promoter’s professional advisors, Promoter’s advertising and promotional agencies, and each of such employees’, officers’ shareholders’ and directors’ immediate family members and/or those living in the same household (whether legally related or not), are not eligible to enter the Promotion or win a prize.
5. **Entries:** To enter the Promotion you must follow the procedure for entry set out in the Key Rules. All entries must be received before the end of the Entry Period. Only one (1) entry per person is permitted unless otherwise stated in the Key Rules.
6. **Winner Selection:** The number of winners that will be selected from all eligible entries to the Promotion is set out in the Key Rules.
7. **Winner Notification:** If you are a winner of the Promotion, you will be notified via the method set out in the Key Rules by the date set out in the Key Rules. If no such date is set out in the Key Rules, the date shall be no more than thirty (30) days from the end of the Entry Period. Once you have been notified that you have won, you must claim your prize by following the instructions in the notification (including any reasonable time limitations). In the event that you do not claim your prize within the relevant time or otherwise fail to follow the rules in the notification, the prize will be forfeited and Promoter will, if possible, choose another winner. You may need proof of your ID to claim a prize.
8. **Prize(s):** The prize(s) are described in the Key Rules. If the Promoter is unable to issue a prize for reasons outside the Promoter’s control, the Promoter might vary or swap the prize(s) for a suitable alternative of comparable value at its discretion, if appropriate. There will be a maximum of one (1) prize and only one (1) winner unless otherwise stated in the Key Rules. The prize is non-transferable, non-refundable, and no cash alternative is available.

Entrants must be at least eighteen (18) years old. Proof of age and contact details to confirm may be required. If you fail to provide any required proof of age before the deadline set out in the notification, the prize will be forfeited and Promoter will, if possible, choose another winner.

If the prize is a trip or travel (a “**Trip Prize**”), the rules in this paragraph shall apply unless otherwise stated in the Key Rules. All Trip Prize travel arrangements must be made through the Promoter (unless stated otherwise in the Key Rules). A winner of a Trip Prize must travel as and when designated by Promoter. Dates of departure and return are subject to change at the Promoter’s discretion. The Trip Prize winner and his or her travel companion(s) (if applicable) must travel together on the same itinerary and possess all required travel documents (including visas and valid passports). If in the judgment of Promoter air travel is not required due to winner’s proximity to Trip Prize location, ground transportation may be substituted. The Promoter shall not be responsible for any cancellations, delays, diversions, or

substitutions by the air or other carriers, hotels, venue operators, transportation companies, or other Trip Prize providers. Unless expressly approved in advance in writing by the Promoter, companion of Trip Prize winner must be at least eighteen (18) years old in his or her state/province/country of residence as of the date of departure. All expenses not specifically mentioned herein or in the Key Rules are not included as part of any Trip Prize and are the winner's sole responsibility.

9. **Data Protection:** The Promoter will use your personal details for the purposes of administering the Promotion.

If you agreed on entry to the Promotion, the Promoter may use (if applicable to the particular Promotion) your name, likeness, social media names and/or handles, avatars, profile images, and any other information requested or submitted on entry to the Promotion only for the purposes of the Promotion (including, but not limited to, (i) displaying your entry in any and all media throughout the world (if applicable for the particular Promotion), (ii) awarding and/or delivering prizes, and (iii) communicating with you about the Promotion) without any further remuneration.

If you object to any or all of your name, likeness, social media names and/or handles, avatars, profile images, and any other information requested or submitted on entry to the Promotion being published or made available, please contact the Promoter by email at info-uk@ifaw.org or send a stamped, self-addressed envelope to the Promoter (Attention: Sally Cooper, IFAW 209-215 Blackfriars Road London SE1 8NL) using the contact details listed below. In such circumstances, the Promoter must still provide the information and winning entry to the Advertising Standards Authority on request. The Promoter will share your personal details with Asilia in order to provide the Prize, and to provide you with their marketing materials if you have provided your consent. Asilia is located outside of the UK/European Economic Area ("EEA") in Kenya. Personal data will also be shared with IFAW Inc. located in the US. When IFAW sends your personal details to these countries steps are taken to ensure that the transfer is lawful and that there are appropriate security arrangements in place.

For more information about data protection and data transfers outside of the UK/EEA, please see IFAW's website: <https://www.ifaw.org/uk/about/legal>.

In order to comply with the CAP Code, the Promoter must make the surname and country of each winner available on request to the Advertising Standards Authority. If you would like to request this information in relation to the Promotion, please send a stamped, self-addressed envelope to the Promoter (IFAW Attention: Sally Cooper– Promotion Winners' List) using the contact details listed below within four (4) weeks from the end of the Entry Period. Please include the identity of the Promoter, the name and date of the Promotion, and (if applicable) the URL of the webpage on which the Key Rules were posted.

10. **Social Media:** The Promotion is in no way sponsored, endorsed, or administered by, or associated with, Twitter, Facebook, TikTok, Instagram, or any other social media platform or online platform (a "**Social Media Platform**") unless otherwise stated in the Key Rules. If the Promotion involves use of a Social Media Platform, (i) you must agree to and comply with the Social Media Platform's terms of service, privacy policies, and all other applicable policies and terms; (ii) your user profile, and all posts or updates related to the Promotion, must be publicly viewable and must remain publicly viewable for the entirety of the Entry Period (if applicable); (iii) you shall not create or use multiple accounts with the same Social Media Platform in connection with the Promotion; (iv) you shall not post duplicate, or near duplicate, updates or links to your Social Media Platform account or submit multiple entries per account in a single day. Any questions, comments or complaints regarding this Promotion must be directed to the Promoter only, and NOT to the relevant Social Media Platform. By entering the Promotion, you acknowledge that any Social Media Platform on which the Promotion features bears no responsibility for this Promotion and, to the maximum extent permitted by law, you release each and every one of them from any liability whatsoever in connection with this Promotion.

11. **Use of Your Entry:** By submitting your entry to the Promotion, you grant a licence (i.e., permission) for the Promoter, Promoter's affiliate companies, and their agents and licensees to edit, publish, re-post, re-tweet, broadcast, reproduce, prepare derivative works of, distribute, publicly perform, publicly display, and otherwise use and exploit your entry (with or without any accompanying comments and information like your handle and profile picture) only for purposes of the Promotion in any and all media throughout the world (if applicable for the particular promotion) for five (5) years without financial compensation, including, without limitation, on the Promoter's publicly accessible website(s), Social Media Platform accounts, and all other media and distribution channels whether now known or hereafter invented (if applicable for the particular promotion).

Given the nature of online content, you understand that your entry may be available online even after the above licence has expired (if applicable). You agree that you shall not hold the Promoter, the Promoter's affiliate companies, their licensees, or any of their employees, officers, agents, or contractors responsible or liable for any use of your entry by third parties either during or after the licence period.

All physical entries become the physical property of Promoter upon receipt and will not be returned.

12. **Your Promises in Connection with Your Entry:** In relation to your entry, you warrant and undertake (i.e., you guarantee us) that:

- (a) except for any materials which you have included in your entry which are owned or licensed by the Promoter, you own and control all rights in your entry. This means that your entry is your own original work and does not infringe any third party intellectual property rights (e.g., copyrights, trademarks, or design rights);
- (b) you waive all and/or agree not to assert (and warrant that all individuals featured have waived and agreed not to assert) any 'moral rights' in your entry, notably this means that your name may not be mentioned and that the content of your entry or of any submission you may make may be modified and altered by Promoter or any entity authorized by same without your review or consent;
- (c) you will comply with all applicable laws and regulations;
- (d) you have read and agreed to the following terms of use, privacy policy, and cookies policy:
 - Terms of use: <https://www.ifaw.org/uk/about/legal/terms-of-use>
 - Privacy policy: <https://www.ifaw.org/uk/about/legal>
 - Cookies policy: <https://www.ifaw.org/uk/about/legal/cookie-policy>
- (e) your entry **does not** contain anything which:
 - (i) is or is likely to be illegal, unlawful, indecent, offensive, discriminatory, or inappropriate;
 - (ii) is or is likely to be false, misleading, or defamatory;
 - (iii) is a third party logo, trade mark, or copyright material (without permission);
 - (iv) infringes the rights of any person or business; or
 - (v) could cause any kind of harm or damage (including malware, spyware, etc.).
- (f) No payment will be required to your benefit or that of any third party, from the Promoter or any entity authorized by Promoter, to fully use your entry (with or without any accompanying comments and information like your handle and profile picture) in accordance with the terms of the Official Rules and notably with the license granted under Article 12 of these Additional Official Rules.

13. **Last few important legal bits...**

- (a) The Promoter reserves the right to withdraw or amend this Promotion and/or the Official Rules if the Promoter considers it necessary or appropriate for unforeseen reasons beyond the Promoter's reasonable control. If the Promoter amends the

Official Rules, the revised Official Rules shall be available
<https://www.ifaw.org/resources/back-to-the-wild-key-rules>

- (b) If the Promoter considers that you are or your entry is in breach of the Official Rules, without limiting the options available to the Promoter, the Promoter may exclude you and/or your entry from the Promotion.
- (c) In the event of any dispute the Promoter's decision is final. The Prize is non-negotiable.
- **(d) To the fullest extent permissible by law, the Promoter, Promoter's affiliate companies, their licensees, and all of their employees, officers, agents, or contractors, excludes all liability to you and anyone else for any direct or indirect loss, damage, or harm of any kind arising from the Promotion or your participation in it.**
- (e) For residents of the United Kingdom: the Promotion and the Official Rules are governed by English law and any disputes arising in connection with them shall be subject to the exclusive jurisdiction of the English courts in London, England.
- (f) If any provision of the Official Rules is found by a court of competent jurisdiction to be invalid, it is nevertheless agreed that the other provisions will remain in full force and effect.
- **(g) Promoter:** The "Promoter" is the company set out in the Key Rules. References in these Additional Rules to 'Promoter' or 'we/us/our' are to the Promoter and its authorised representatives collectively.

Correspondence regarding the Promotion or the Official Rules may be directed to:

IFAW Attention: Sally Cooper
209-215 Blackfriars Road London SE1 8NL