

Frequently asked questions: Spot an egg. You could win £1000. Cracking.

[See full terms and conditions from page 2.](#)

How does it work?

This is an Easter egg hunt with a difference. We've hidden hundreds of eggs inside the 'O' of our logo. These special logos could be anywhere – on store fronts, inside emails, in TV ads. And if you spot one, you could win a £1000 e-gift card – just post a pic with #CrackingEaster for the chance to win.

What should I look for?

This is what a normal Tesco logo looks like:



This is what a Tesco logo with an egg hidden inside looks like:



Where should I post my photo?

On your Instagram grid or Twitter feed (making sure your profile is public so we can see your entry). You can also enter by replying to the promotional post on our Facebook page.

How many times can I enter?

Once per platform per day. You can post the same photo on all three platforms on any given day, but each day's entry must be a different egg from the last.

How many prizes are there?

There are 100 prizes to be won. Each winner will receive 2 x £500 e-gift cards to spend at Tesco. A person can only win once.

How will the winners be decided?

There will be a random prize draw once the promotion has ended. The first 100 eligible entries drawn will be winners.

When does the promotion end?

The promotion is from 11:00 on March 20th to 23:59 on March 29th. Entrants must be 18+.

Terms and conditions.

Abridged terms and conditions

Open to UK 18+ only Opens 11:00 20.03.23. Closes 23:59 29.03.23. Post a photo of an egg hidden in a Tesco logo on your Instagram grid or Twitter feed plus #CrackingEaster or post a photo under the promotional post on the Tesco Facebook page. 1 entry per person/per platform per day max. A different hidden egg must be used per daily entry. Instagram and Twitter accounts must be set to public so we can see your entry. 100 x winners randomly drawn from all entries each receive 2 x £500 Tesco e-gift cards. Email address required to receive prize. Max 1 prize per person. Prize may not be dispatched before Easter. Promotion features across Instagram, Facebook and Twitter with one shared prize pool. Winners may be required to provide proof of age and ID. Promoter Tesco Stores Ltd.

Full Terms & Conditions

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry/claim instructions are deemed to form part of the terms and conditions and by participating all claimants will be deemed to have accepted and be bound by the terms and conditions. Please retain a copy of these terms and conditions for your information.

1. **Promoter:** Tesco Stores Ltd., Tesco House, Shire Park, Kestrel Way, Welwyn Garden City, AL7 1GA.
2. **Eligibility:** This prize promotion is open to all UK residents (England, Scotland, Wales and Northern Ireland) aged 18 or over, except for anyone directly connected with the planning or administration of the prize promotion including Tesco employees, their agencies and their immediate families (spouse, parent, child, sibling, grandparent and/or 'step' family).
3. **Promotional Period:** The prize promotion opens at 11am on Monday 20th March 2023 and closes at 23:59 on Wednesday 29th March 2023.
4. Internet access and either an Instagram, Twitter or Facebook account are required for entry. An Instagram account can be opened at Instagram.com, a Twitter account can be opened at Twitter.com and a Facebook account can be opened at Facebook.com.

Participants are reminded to get the owner's permission before using a computer, device and/or internet-access which is not owned or paid for by the entrant to enter the Promotion. The Promoter will not be liable for any internet or mobile connection, or other charges incurred in entering the Promotion.

5. The entry instructions form part of the rules. By entering, you agree to accept and be bound by the rules.
6. How to enter:
 - a. Post a photo of an egg hidden in a Tesco logo on either
Your Instagram grid using including *#CrackingEaster*
Your Twitter feed including *#CrackingEaster*
Or post a photo under the promotional post on the Tesco Facebook page
 - b. If you enter on Twitter or Instagram, your account will need to be set to public for the duration of the Promotional Period and until 29th April 2023.
 - c. Only one entry per person per platform per day. Each If you enter more than once per platform per Draw, your first entry will be accepted, and all others will be disqualified. A participant can only use one Twitter and/or Facebook account to enter.
 - d. Each daily entry must be of a different hidden egg.
 - e. **For the avoidance of doubt, a person can enter once per platform per day and can use the same hidden egg across each platform, but each day must be a different hidden egg.**
 - f. Entries posted anywhere other than on your own Twitter feed, on your own Instagram grid or under the Promotional Post on Facebook will not be eligible for entry. Entries posted on Instagram Stories, Instagram Live are not eligible for entry.
 - g. During the Promotional Period, some entries might be shared by the Promoter, or the Tesco Community Team may comment on your entry. This does not mean that you are a winner, neither does it increase your chances of winning.
 - h. Any entries that we consider (in our absolute discretion) to be political, dangerous, profane, suggestive, vulgar, offensive, indecent, illegal, racist, copied, offensive (including but not limited to words or symbols that might be considered offensive to individuals of any race, ethnicity, religion, sexual orientation or socioeconomic group) cruel or fraudulent, or infringe on the

rights or copyright of others will be immediately disqualified.

- i. We will not tolerate anyone who posts or is seen to be posting comments via any social media channel or anywhere else during this Promotion that we think are bullying, spiteful or upsetting to other entrants and followers of Tesco or directly aimed at us. Anyone acting in this way will be disqualified from the prize promotion.
- j. Proof of sending will not be accepted as proof of delivery or receipt of entry. Incomplete, illegal, misdirected, or late entries will not be accepted. The Promoter takes no responsibility for entries that are delayed, incomplete or lost due to technical reasons or otherwise.
- k. No third party or bulk entries. Entries via third parties, consumer groups or syndicates, entries by macros or other automated means and entries which do not satisfy the requirements of these terms and conditions in full will be disqualified. If it becomes apparent in the reasonable opinion of the Promoter that either a participant or household is using any means to circumvent this condition such as, and without limitation, fraudulently falsifying data; using multiple Twitter or Facebook accounts; acting fraudulently or dishonestly in the reasonable opinion of the Promoter; using identities other than their own; creating fake identities or using any other automated or manual means in order to increase that participant's or a household's entries or otherwise acting in violation of these terms, these participants and their household will be disqualified, and any prize entitlement will be void.
- l. Only entries which follow the entry criteria above will be eligible to win a prize.

7. Winner Selection:

- a. There are 100 winners in total.
- b. All entries received during the Promotional Period will be placed into one random prize draw conducted by an independent third-party within 10 days of the closing date. The winners will be the first 100 entries randomly selected that meet the entry criteria set out in Clause 6.

8. Prize Fund:

- a. There are 100 prizes in total. Each winner receives 2 x £500 Tesco e-gift cards. Email address required to receive prize. E-gift card can be used in any UK Tesco store. The e-gift card cannot be used online or at a Tesco petrol station. The e-gift card and balance will expire five years from purchase or last card use.

- b. There is no cash alternative to the prizes stated and prize must be accepted by the named winners. Prize cannot be transferred to anyone else.
- c. Max 1 prize per person.
- d. The Promoter reserves the right to provide an alternative prize of equal or greater value should circumstances outside its control make this necessary.

9 Winner Notification:

- a. Winners will be contacted within 10 days of the closing date via a Direct Message @Tesco (Twitter/Facebook) @Tescofood (Instagram) on the platform from which they entered and notified of their win and given 7 days to claim their prize by emailing their details to an email address. If a winner does not respond within the first 5 days a second Direct Message will be sent and the winner will have a further 2 days to claim their prize. If a winner does not claim their prize by emailing their details to the email address within 7 days, the prize will be forfeited and awarded to a runner up drawn at the same time as the original.
- b. If a winner does not follow @Tesco, they will receive a follow request from @Tesco to their @Facebook/Twitter account or @Tescofood to their Instagram account and have 3 days to follow in order for the Direct Message notification to be sent as per Clause 9a. If a winner does not follow as above within 3 days, the prize will be forfeited and awarded to a runner up drawn at the same time as the original.

10 Prize Delivery

- a. Prizes will be sent via email (to the same email address as the prize claim) within 7 working days of prize acceptance.
- c. It is the responsibility of the entrant to provide their correct, up-to-date details when confirming acceptance of the prize in order for their prize claim to be processed. The Promoter cannot be held responsible for a winner failing to supply accurate information which affects prize acceptance or delivery of their prize.

General:

- 11. Where we suspect that an individual, or household, has breached these terms and conditions, we reserve the right to verify the winner and ask for proof of identity, age and address and that they are the person associated with the winning notification.

12. The Promoter reserves the right to not award all prizes if there are not enough entries which meet the entry criteria.

13. Winners may be asked to take part in reasonable publicity relating to this prize draw without payment. Such publicity may include, without limitation, publishing the winners' name and social media handle on Tesco's social media channels, their entry and any statements made by them concerning the Promotion and the prize won as part of the Promotion.

14. As part of the promotion, we collect the following personal data: username, for entrants, and also name, address and county for the winners for the purpose of providing a winner list as indicated in clause 15, and delivering the prizes. These details are requested for administering the promotion only. To find out more about how we use and protect your personal data, as well as your privacy rights visit <https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/>

15. The surname and county of the winners will be made available to anyone who requests it by emailing TescoComp@bbh.co.uk by 29th April 2023. Participants may request their surname and county is not published in the event they win by emailing TescoComp@bbh.co.uk before the closing date. However, the Promoter shall provide the surname and county of the winners to competent authorities upon request from such competent authorities (including the Advertising Standards Authority).

16. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram, Twitter or Facebook. You understand that you are providing your information to the Promoter and not to Instagram, Twitter or Facebook. All entries are also subject to the platform's terms of use and you can find them here: https://help.instagram.com/581066165581870/?helpref=hc_fnav, <https://twitter.com/en/tos>, https://www.facebook.com/policies_center/.

17. We reserve the right to cancel, amend, withdraw, terminate or temporarily suspend this promotion for whatever reason, with no liability to any entrants or third parties if the failure to deliver our obligations is outside our reasonable control. However, if this happens, we will use all reasonable endeavours to avoid consumer disappointment.

18. The Promoter accepts no responsibility for system errors or other issues that may result in disruption to winner notification or prizes. The Promoter or its agencies will not be responsible for the non-inclusion of entries, including any such failure which is within the control of The Promoter or its agencies.

19. Entry into the Promotion is at the entrant's sole risk. To the extent permitted by law, the Promoter does not accept any responsibility for any damage, loss, liabilities, injury,

costs, expenses or claims (whether in contract, tort or otherwise) suffered by entrants or any third parties arising out of or in connection with the Promotion and/or accepting the prize. The Promoter further disclaims liability for any injury or damage to entrants or any other person relating to or resulting from participation with this Promotion save that nothing in these terms and conditions shall act to limit or exclude the Promoter's liability resulting from its negligence or fraud.

20. The promoter's decision is final and binding. No correspondence will be entered into.

21. The application and interpretation of these terms and conditions shall be governed by the law of England and Wales and the courts of England and Wales shall have exclusive jurisdiction in relation to any dispute concerning them.