#CrackingEaster Live Egg Hunt Twitter Giveaway – Terms & Conditions

Abridged Terms & Conditions

UK 18+ only. Opens 19:00, closes 21:00 2.4.23. Minimum of 7 Normal rounds, maximum 20; + 3 Bonus rounds (BR). Participants must solve a round's clue to find the correct product in which there is an egg hidden in the Tesco logo. A participant will be randomly drawn by an independent computer process during the round, online hosts will read out their answer, go to the aisle containing the participant's guessed product; if correct answer that participant will win a £20 Tesco e-Gift Card in a Normal round; in a BR a £100 Tesco e-Gift Card. If incorrect answer, the process will be repeated with a new participant. A Normal round lasts max. 5 minutes, a Bonus round max. 15 minutes (10 minutes ad break solely to guess, max. 5 minutes with hosts to read drawn answer(s) & search); if clue not solved within the last minute of a round, hosts will receive some help & not go to aisle until correct answer drawn within that minute. If clue not solved within time hosts will move to next round. Max 1 entry per round. All participants (with the exception of the winner of each round) can enter again for a subsequent round. All participants who correctly guess the clue within a round, will be placed into a Grand Prize Draw for a chance to win a minimum of £1,000 in Tesco e-Gift Cards. Grand Prize Draw fund will increase by a £20 Tesco e-Gift Card for every Normal round solved. Full T&Cs at tes.co/egghunt. 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 19:00 on 2nd April 2023 and closes at 21:00 on 2nd April 2023 (**'Closing Time'**).

4. Internet access and a Twitter account are required for entry. A Twitter account can be opened at Twitter.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. The #CrackingEaster Egg Hunt – Normal rounds

There will be a minimum of 7 Normal rounds, and a maximum of 20 during the Promotional Period.

a. For each Normal round, the online hosts of the #CrackingEaster Egg Hunt will read out a clue on the Promoter's live Twitter feed at Twitter.com/Tesco.
b. Participants must solve the clue to find the correct product in which there is an egg hidden in the Tesco logo.
c. Participants reply to the promotional tweet at Twitter.com/Tesco with #CrackingEaster with their answer to the clue.
d. A participant will be randomly drawn by an independent computer process during the round and the online host will read out their answer, go to the aisle containing the participant's guessed product and find the product to see if the answer is correct.
e. If the answer is correct, that participant will win a £20 Tesco e-Gift Card ('winner').
f. If the answer is incorrect, the process in point will be repeated with a new participant randomly drawn by an independent computer process during the round.
g. If the next participant drawn has guessed the same incorrect answer, their entry will be disregarded, and a new participant will be randomly drawn by an independent computer process.
h. If a clue is not solved within the last minute of a round, hosts will receive some help from the studio & will not go to aisle until the correct answer is drawn within that minute.
i. If a clue is not solved within 5 minutes, the clue will be discarded and the hosts will move onto the next round.
j. Depending on when the clue is solved, not all participants will have a chance to play for that respective round.
k. A participant can only enter once per round.
l. All participants (with the exception of the winner of each Normal/Bonus round) can enter again for a subsequent round.
m. All participants who correctly guess the clue within a round, will be placed into the Grand Prize Draw for a chance to win a minimum of £1,000 in Tesco e-Gift Cards.
n. The Grand Prize Draw fund will increase by a £20 Tesco e-Gift Card for every Normal round of the #CrackingEaster Egg Hunt solved.

7. The #CrackingEaster Egg Hunt – Bonus rounds

There are 3 Bonus rounds during the Promotional Period.

a. For each Bonus round, the online hosts of the #CrackingEaster Egg Hunt will read out a clue on the Promoter's live Twitter feed at Twitter.com/Tesco.
b. Participants must solve the clue to find the correct product in which there is an egg hidden in the Tesco logo.
c. Participants reply to the promotional tweet at Twitter.com/Tesco with #CrackingEaster with their answer to the clue.
d. Bonus rounds will last a maximum of 15 minutes – 10 first minutes to solely guess will be during an ad break, final 5 minutes with the online hosts back reading the drawn answer(s) and searching.
e. A participant will be randomly drawn by an independent computer process during the round and the online host will read out their answer, go to the aisle containing the participant's guessed product and find the product to see if the answer is correct.
f. If the answer is correct, that participant will win a £100 Tesco e-Gift Card.
g. If the answer is incorrect, the process in point will be repeated with a new participant randomly drawn by an independent computer process during the round.
h. If the next participant drawn has guessed the same incorrect answer, their entry will be disregarded, and a new participant will be randomly drawn by an independent computer process.
i. If a clue is not solved within the last minute of a round, hosts will receive some help from the studio & will not go to aisle until the correct answer is drawn within that minute.
j. If a clue is not solved within 15 minutes, the clue will be discarded and the hosts will move onto the next round.
k. Depending on when the clue is solved, not all participants will have a chance to play for that respective round.
l. A participant can only enter once per round.
m. All participants (with the exception of the winner of each Normal/Bonus round) can enter again for a subsequent round.
n. All participants who correctly guess the clue within a round, will be placed into the Grand Prize Draw for a chance to win a minimum of £1,000 in Tesco e-Gift Cards.

8. **How to enter**

a. Reply to the promotional tweet at Twitter.com/Tesco with #CrackingEaster and your answer to the respective round's clue (see Clauses 6a-n and Clauses 7a-n for further details).

b. Your Twitter account must be set to public to enter.

c. Only 1 entry per person per round. For the avoidance of doubt, a participant can use one Twitter account to enter and can enter only once per round.

d. Once the correct product has been found, a new round will begin, and participants can enter again.

e. A participant cannot enter again if they successfully win a round (either Normal or Bonus).

f. Any entries that we consider (in our absolute discretion) to be in breach of government COVID-19 guidelines/restrictions, political, dangerous, vulgar, offensive, indecent, illegal, racist, copied, offensive, cruel or fraudulent, or infringe on the rights or copyright of others will be immediately disqualified. We will not tolerate anyone who posts or is seen to be posting comments via any social media channel or anywhere else during this prize 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.

g. 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.

h. 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 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.

i. 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.

9. Prize Fund per Normal round of The #CrackingEaster Egg Hunt

a. Each winner per round receives a £20 Tesco e-Gift Card.

b. E-Gift Cards can be used in any UK Tesco store. The e-Gift Cards 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.

c. There is no cash alternative to the prize stated and prize must be accepted by the named winners. Prize cannot be transferred to anyone else.

d. The Promoter reserves the right to provide an alternative prize of equal or greater value should circumstances outside its control make this necessary.

e. While all prizes are available to be won, not all prizes may be won.

10. Prize Fund per Bonus round of The #CrackingEaster Egg Hunt

f. Each winner per round receives a £100 Tesco e-Gift Card.

g. E-Gift Cards can be used in any UK Tesco store. The e-Gift Cards 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.

h. There is no cash alternative to the prize stated and prize must be accepted by the named winners. Prize cannot be transferred to anyone else.

i. The Promoter reserves the right to provide an alternative prize of equal or greater value should circumstances outside its control make this necessary.

j. While all prizes are available to be won, not all prizes may be won.

11. The Grand Prize Draw

a. All correct entries received per round during the Promotional Period (max one per person per round) will be placed into a Grand Prize Draw randomly conducted by an independent computer process. The Grand Prize Draw will be conducted within 3 days of the Closing Time.

12. Prize Fund for the Grand Prize Draw

a. The Grand Prize Draw minimum prize fund is £1,000 in Tesco e-Gift Cards.

b. For every correct clue guessed in a Normal round, the prize fund will increase by a £20 Tesco e-Gift Card.

c. The maximum Grand Prize Draw prize fund is £1,400 in Tesco e-Gift Cards.

d. E-Gift Cards can be used in any UK Tesco store. The e-Gift Cards 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.

13. Notification for all winners

a. The winner of each round will be confirmed by the hosts on the live Twitter feed during the Promotional Period and then contacted via a Direct Message on Twitter by @Tesco within 48 hours. Please check your Private Message inbox. The Grand Prize Draw winner will be

contacted via a Direct Message on Twitter by @Tesco within 72 hours. Please check your Private Message inbox.

b. Each winner has 3 days to respond and accept their prize and provide their postal and email address.
c. If contact cannot be made, or the prize is not claimed, within 3 days of the initial prize notification date, another message will be sent. If the prize is not claimed within a further 2 days, the prize will be redrawn from all correct entries submitted for that respective round.
d. Only a reply via direct message from the same Twitter that we notify will be accepted.

14. Prize Delivery

a. Prizes will be dispatched within 5 days of acceptance. The Promoter cannot guarantee that prizes will arrive by Easter.

b. It is the responsibility of the winners 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 the winners failing to supply accurate information which affects prize acceptance or receipt of their prize.

c. Whilst the Promoter will take all reasonable steps to ensure that its obligations relating to meeting specific timeframes for prize fulfilment are met, the Promoter shall not be liable in any way for its inability to meet these timeframes resulting from an outbreak of Covid-19 either within its own business or with its third-party fulfilment provider.

d. Should a national or local lockdown affect the Promoter's ability to meet these deadlines, it will fulfil its obligations as soon as is reasonably possible after its and/or its third-party fulfilment providers resume business as usual.

General:

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

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

17. As part of the promotion, we collect the following personal data: username, for entrants, and also county for all winners for the purpose of providing a winner list as indicated in clause 19. 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/.

18. The surname and county of the winners will be made available to anyone who requests it by emailing TescoComp@bbh.co.uk within 1 month of the closing date. 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).

19. This promotion is in no way sponsored, endorsed or administered by, or associated with Twitter. You understand that you are providing your information to the Promoter and not to Twitter. All entries are also subject to the platform's terms of use and you can find them here: https://twitter.com/en/tos.

20. 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.

21. The Promoter accepts no responsibility for system errors or other issues that may result in disruption to winner notifications 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.

22. 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.

23. The Promoter's decision is final and binding. No correspondence will be entered into.

24. 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.