



Walkers Max Text to Win Terms and 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 entrants will be deemed to have accepted and be bound by the terms and conditions. Please retain a copy for your information.

- 1. The Promoter:** Tesco Stores Ltd., Tesco House, Shire Park, Kestrel Way, Welwyn Garden City, AL7 1GA.
- 2. The Supplier:** Walkers Snacks Ltd., 450 South Oak Way, Green Park, Reading, RG2 6UW.
- 3. Eligibility:** This prize promotion is open to UK (England, Wales, Scotland and Northern Ireland) residents aged 18 years or over excluding employees and their immediate families of The Promoter, The Supplier, associated agents or anyone professionally connected with the prize promotion.
- 4. Promotional Period:** The prize draw opens at 00:00:00 on 30 September 2020 and closes at 23:59:59 on 20 October 2020.
- 5. Entry Instructions:**
 - To enter, text MAXCASH or MAXCASH1 or MAXCASH3 followed by a space, and your name and postcode to 60110. Entries may only be submitted via text.
 - Prize winners will receive an instant winner notification text message containing an email address to email, where they will be able to claim their prize by confirming their mobile phone number and providing their name and home address details for receipt of their prize.

Please note that all winners will be required to provide proof of identity

documenting full name and age (date of birth), and also proof of residential address, before a prize can be dispatched. Business or work addresses will not be accepted. Proof of identity and address must match the name and postcode provided in the text entry. Only official documents can be accepted as proof of identity (driving licence, identity card or passport). Council tax will not be accepted as proof of identity. Only official documents can be accepted as proof of address (council tax, valid driving licence, utility bill less than three months old or bank statement, for example). Expired proof of identity or address will not be accepted. A mobile phone bill will not be accepted as proof of address.

6. Please note that the promotion appears cross-media with 3 different keywords, but there is only one prize pool.
7. Participants must have a mobile phone able to send and receive messages to/from 5-digit short codes. Messages charged at network provider's standard network rate, but there is no charge to the participant for the returned bounce back text message. Texts are not usually included in any text inclusive packages, please check with your network provider if you are not sure of your standard network rate. Users on virtual mobile networks may not be able to text the short code. Please check with your network provider. Text lines are open 24 hours until 23:59 on the closing date. Ask the bill payer before texting. If you text after the closing date, you will not be entered but you will be charged. Take care when entering the text code; the Promoter is not responsible for mistypes and you may be charged at a higher rate. If you are unable to send a text, please check with your network operator first. For technical issues only, call 0161 726 5432 between Monday and Friday from 9.30am to 5pm excluding public holidays. The Promoter does not accept responsibility for entries or claims that are delayed or not received due to transmission, network or software problems or any other reason beyond the Promoter's control.
8. Prize winners will receive a winner notification text message, non-winners will receive a "Sorry you didn't win" message response. There is no charge to the participant for this message.
9. Entry is by text only. Only one entry per person per day during the promotional period. For the avoidance of doubt only one unique mobile number will be accepted per person during the promotional period, and a person can use this mobile number to enter only once per

day. Any entrant using multiple mobile numbers to enter the promotion will be disqualified and any prize void. A mobile phone number can only be used by one person and it cannot be shared within a household.

- 10.** 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 that either a participant or household is using any means to circumvent this condition such as, and without limitation, fraudulently falsifying data; using multiple mobile phone numbers; using multiple postal addresses; acting fraudulently or dishonestly in the 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.
- 11.** Proof of purchase will not be accepted as proof of entry. No responsibility can be accepted for entries that are incomplete, lost due to technical reasons, corrupted, delayed or not received for whatsoever reason.
- 12. Winner Selection:** There are 12 prizes guaranteed to be won each day during the promotional period (252 prizes in total). All prizes are allocated via open winning moments. If you enter during a winning moment, you win a prize pre-allocated to that moment. If in the event that two entries are received at the same time, the entry processed by the server first will be the winning entry. In the event that no one enters at the winning moment, that prize will remain available until the next entry.
- 11. Prize Fund:** There are 12 x £100 prizes to be won each day. 252 prizes in total. Prize money can either be provided as a cheque in the name of the winner sent to the address provided at the point of entry and claim, or to a UK bank account; prizes can also be sent to one of 17,000 CashZone cash machines in the UK. Neither bank account details nor bank card is required to collect cash from a CashZone machine. Cash is collected using a unique PIN number sent to the winner's mobile phone number (used at the time of entry). No bank details or bank card are required to collect cash from a CashZone machine.

Delivery of prize money will be arranged within 28 working days of the end of the

Promotional Period.

13. Only one prize per household.

14. Winner Notification: The winners will be notified via text message. It is the responsibility of the entrant to ensure that they respond to the winner notification by emailing the address provided at notification, and that they provide their contact details and proof of identity, age and address as set out in Point 5.

It is the winner's responsibility 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 and/or the Supplier cannot be held responsible for a winner failing to supply accurate or complete information which affects prize acceptance or delivery of their prize.

Winners have 14 days to claim their prize. The Promoter and/or the Supplier does not accept any responsibility in the event a winner is not able to take their prize.

Any unclaimed prizes or prizes withdrawn for whatsoever reason will be put into a random prize draw of all entrants at the end of the promotional period, which would take place on 10 November 2020, with winners notified on 17 November 2020 by phone call or text.

15. General: The entry instructions form part of the terms. By entering, you agree to accept and be bound by the terms.

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

17. The prize must be accepted as offered by the named winners. There is no alternative prize, in whole or part. The prize is not transferable. Sale of the prize for profit is prohibited and may constitute fraud.

18. The Supplier reserves the right to provide alternative prizes of equal or greater value should circumstances outside its control make this necessary.

- 19.** The Promoter reserves the right, at its sole discretion, to eliminate or disqualify any entries or entrants that it regards as being in breach of these terms and conditions or the spirit of the Promotion. Those who try and circumvent the entry process and/or entry instructions by any method, will be disqualified and any prize award will be void.
- 20.** 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 a 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.
- 21.** The Promoter accepts no responsibility for system errors or other issues that may result in disruption to, lost, delayed or not received entries, winner notifications or prizes. The Promoter or its agencies will not be responsible for the non-inclusion of entries as a result of technical failures or otherwise, including any such failure which is within the control of The Promoter or its agencies.
- 22.** The Promoter reserves the right to cancel, amend, withdraw, terminate or temporarily suspend this Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any entrants or third parties but will use all reasonable endeavours to avoid consumer disappointment. Such circumstances include, but are not limited to: industrial action, civil unrest, fire, flood, storms, earthquakes, acts of terrorism, acts of war, governmental action or any other event that is beyond the control of the Promoter. The Supplier bears sole responsibility for supply of the prize and Tesco cannot be held responsible for any claims relating to the prizes.
- 23.** The application and interpretation of these terms and conditions shall be governed by the law of England and the courts of England and Wales shall have exclusive jurisdiction in relation to any dispute concerning them.

- 24.** Your data will be passed onto a third-party fulfilment service provider for the purposes of administering the prize and with Dunnhumby Limited for quantitative research purposes only. The surname and county of the winners will be made available to anyone who requests them by emailing WalkersMax@tescoprizes.com within 3 months of the closing date. Participants may request their name and county is not published in the event they win by emailing WalkersMaxOptOut@tescoprizes.com before the closing date. Your details will not be passed onto any third party for any other purpose without prior consent. This data will be kept secure and in accordance with the requirements of the Data Protection Act. Entrants' personal data will be used and held in accordance with the Promoter's Privacy Policy.
- 25.** For the avoidance of doubt, the Supplier and each of its respective subsidiaries, affiliates, owners, shareholders, officers, directors, agents, members, representatives and employees ("Walkers") will have no liability or responsibility of any claim arising out of or in connection with participation in this promotion, except for any liability that cannot be excluded by law. By entering this prize draw, you acknowledge and accept that Tesco Stores Limited is the sole promoter in relation to the prize draw and that Walkers have not sponsored this promotion in any way.