

Competition rules for #provamel

These competition rules are applicable to the competition #provamel (hereafter referred to as "Competition") organized without any purchase obligation by Alpro UK Ltd. Latimer Business, Altendiez Way, Burton Latimer, Kettering, Northamptonshire NN15 5YT. VAT number GB735 808 807 (hereafter referred to as "Alpro").

Article 1: General

1. Participation to the Competition is exclusively reserved to all natural persons who are at least 18 years old.

Alpro employees and employees from promotional agencies involved, are excluded from participation as are their family members (i.e. members of one and the same family or persons living at the same address).

Furthermore all persons that participate in an organized manner, or in a factual or legally organized way, or in any other way cooperate with the aim to increase their chances to win are excluded from the competition. Finally all persons who use tricks or disseat, such as the use of specialized computer programs, or in any other way participate fraudulently with the aim to increase their chances to win are excluded too.

Every participant can participate on unlimited number of times.

To the extent legally possible, Alpro can perform either itself or in cooperation with a third party, all checks it regards necessary to verify the capacity of the participants and compliance with these conditions. Non-compliance will result in the exclusion of the participant from the Competition.

2. Participation to the Competition is free. Normal costs for participation to the Competition are to be borne entirely by the participant. Participants can under no circumstances ask for a refund of such costs.

In case irregularities should occur, such as errors made by the web designer or Alpro, Alpro will singlehandedly decide over the manner in which this will be corrected and dealt with.

3. The Competition will be announced by means of leaflets distributed in the participating health food shops, on the Provamel Facebook page, via Provamel Instagram, and the Provamel website.

Article 2: Data

1. In order to participate to the Competition, the participant needs to share his/her photo of a fresh start with #provamel on Instagram. The participant ensures that his/her photo is publicly visible.

2. All personal data that come into Alpro's possession following the Competition shall be treated as confidential and shall be processed in accordance with applicable privacy legislation. The participant agrees to the processing of his/her personal data for purposes essential for the execution of the Competition, being the identification of the winners and the distribution of the prizes.

Article 3: How and when can you participate?

1. The Competition runs from 01/09/2015 till 31/10/2015. Participations either prior to 01/09/2015 or after 31/10/2015 will not be taken into account.
2. The participant can only participate in a valid manner to the Competition by sending in his/her photo via a public message on Instagram using #provamel.
3. It is important to publish this publicly so that Alpro can screen the photos afterwards.

Article 4: Choosing a winner

1. The Provamel jury will determine the winner.
2. The winner will be informed within a month after the end of the Competition via a message on the Instagram profile that was used to post the photo. Alpro cannot be deemed responsible for not according the prize should the account of the participant be removed or changed. Alpro will contact the participant initially via Instagram and further communication will happen via e-mail so that the prize can be sent.
3. The prize will be sent by post or by e-mail to the winner.
4. In the event a prize is not received by the winner within three (3) months after the end of the Competition and no error has been made by Alpro, the winner loses his/her rights to the prize which remains Alpro's property. In such case the winner has no right to another prize or any other form of compensation.
5. The results of the Competition shall not be communicated publicly, apart from a reaction on the Instagram account of the winner.

Article 5: Prizes

1. The winner will win a Kitchen Aid Artisan Blender.
2. Prizes are not exchangeable for their value in money or for other benefits in kind. The prizes are personal and cannot be passed through or sold to third parties.

Article 6: Liability

1. Participating to this Competition implies knowledge and acceptance of the characteristics and limitations of the internet, i.e. the technical performance, the risks of interruptions and, more generally, the risks inherent to every connection and exchange via the internet, the absence of security of certain data and possible deviations and the risks of contamination by possible viruses on the network. Consequently, Alpro cannot be held liable for:

- Transmissions via the internet.
- Malfunctioning of the internet and/or used software.
- Consequences of viruses, bugs, and anomalies.
- Every technical, hardware or software issue.

2. Alpro cannot be held accountable for direct or indirect damage as the consequence of an interruption or any other malfunctioning related to the course of the Competition, the exclusion of participants or terminating the Competition for whatever reason. Every participant needs to take all necessary precautions to protect his/her own details/software on his electronic devices, and/or protect his/her site against possible attacks. The connection with social networks such as Instagram and the participation to the Competition are under the full responsibility of the participants. Neither can Alpro be held accountable when the Competition should be altered or canceled for reasons beyond Alpro's will. Alpro is not obliged to systematically check all recipe images sent in or participants to the Competition. Alpro can limit the number of participants that it will check. Alpro and its representatives are not liable in any way towards the winners when it comes to the prize, its delivery, its condition, its characteristics or possible consequences, incidents or accidents caused by using the prize.

3. Printing, spelling, layout or other such errors cannot be called upon as the basis for claims, damages or any other obligation for Alpro.

Article 7: Right for Alpro

1. Alpro reserves the right, at its own discretion and without any prior notice, to terminate, to interrupt or to alter the Competition and/or to change the prize of the Competition in the event circumstances would require so without leading to any liability of Alpro.

2. Alpro reserves the right to delete at all times any testimonials of participants on any social media. This may occur because the testimonial would not be compliant with the applicable legislation or because of other editorial considerations justified in Alpro's own opinion. Alpro is not obliged to inform the participant in advance and does not have to motivate its action.

Article 8: social networks

1. The participant acknowledges that the Competition is being organized by Alpro and not by Instagram. Instagram can therefore not be held liable in any way for elements relating to the Competition.

2. Alpro acknowledges that Instagram do not sponsor, endorse or administer the Competition in any way and is in no way associated with it.

3. The participant passes on his/her personal data to Alpro and not to Instagram.

Article 9: Contact

Questions, remarks or complaints relating to this Competition or the competition rules can be mailed to the abovementioned address or can be communicated online via the contact form on www.provamel.com/uk.

Article 10: Miscellaneous

1. These competition rules will only be made available on www.provamel.com/freshstart from 1/09/2015 to 31/12/2015.

2. Alpro's terms of use and privacy policy apply to this Competition and can be found at www.provamel.com/uk

3. The competition, competition rules and the interpretation of it are subject to the Law of the United Kingdom and any possible disputes will fall under the exclusive authority of the courts of Birmingham.