

The Insiders' Pawbo Theme Park Campaign

Terms & Conditions

The Insiders – March 2018

Campaign Terms & Conditions

Participation in this campaign requires the following actions by the Participant:

- Selection of one of the two delivery and purchase options (detailed below) within the entry survey
- Completion of the end survey, which is mandatory. Amongst other points, it is the only place where you can officially confirm your decision to return or keep the Pawbo device(s)

If you choose to return the Pawbo device(s), you must send it back in accordance with the specified returns procedure (see section below, entitled 'Returning your Pawbo device(s)').

When candidates first subscribe to this campaign, no deposit is requested. Once the subscription period is closed, we will make a shortlist of the candidates we feel most suitably fit the required profile for the Pawbo Theme Park campaign. An email will then be sent to those shortlisted candidates. Depending on their preference shown* in the entry survey regarding delivery and purchase options, this will contain:

- **EITHER** a link to our payment screen, where we will request them to pay a campaign deposit as per below (no deposit is required until this phase):
 - **Pawbo+** £ 96.85 (vs. RRP £149.00)
 - **Pawbo+ and Pawbo Flash** £115.70 (vs. RRP £178.00)
- **OR** details of how to purchase the **Pawbo+ and Pawbo Catch** direct from Amazon, and then to claim a 35% refund (£65.80, vs. RRP £188.00) from The Insiders immediately, prior to the campaign, towards the value of the device.

**Please note that whilst every effort will be made to accommodate your choice, we cannot guarantee your first selected option will be given.*

The first shortlisted Insiders who successfully pay their deposit - or purchase their device - are then automatically selected for the campaign. If you wish to return your device once the campaign is over, you can send it back to us free of charge and your deposit - or the outstanding value of your purchase price if you elected to buy direct from Amazon.co.uk - will be refunded.

Option 1: Delivery of Pawbo+ / Pawbo+ and Pawbo Flash by The Insiders

Shortlisted candidates picking this option in this survey will be sent an email containing a link to The Insiders' payment screen, where they will be requested to pay a campaign deposit of:

- Pawbo+: £96.85 (vs. RRP £149.00)
- Pawbo+ & Pawbo Flash: £115.70 (vs. RRP £178.00)

This is dependent on what Pawbo device(s) you are trialling. No deposit is required until this phase.

The first 85 shortlisted Insiders who successfully pay their deposit are then automatically selected for the campaign and will receive the **Pawbo+** or the **Pawbo+ and Pawbo Flash** at their home.

If you wish to return your devices[†] once the campaign is over, you can send them back to The Insiders free of charge and your deposit will be refunded.

[†]For those Insiders who try the Pawbo+ and Pawbo Flash during the campaign, please note that The Insiders can only accept both devices when you are returning. Failure to return both devices will result in the deposit for both being retained.

Option 2: Purchase the Pawbo+ and Pawbo Catch online from Amazon.co.uk

Shortlisted candidates picking this option in this survey will be sent a mailing, requesting them to go online to Amazon to purchase their devices. Once they have done this, they must email The Insiders with the three items below before the deadline given in the mailing. This will qualify as selection within the campaign and before the campaign begins The Insiders will email back with details on how to claim the £65.80 refund (35% of the £188.00 RRP).

Candidates must send an email with the following:

- a copy of their receipt,
- a photo of the serial number from the bottom of both devices, and
- a photo of them with their pet enjoying the Pawbo+ and Pawbo Catch

With this option there will be a strict deadline to email the receipt and the two photos before the deadline given in the mailing in order to be part of the campaign and therefore be eligible to claim the refund. Once we have received this email, those Insiders are then automatically selected for the campaign.

Note: emails / receipts received **after** the deadline will not be accepted. This will result in the candidate not being part of the campaign and The Insiders will not be able to grant a refund to this candidate.

Again, if you wish to return your devices[‡] once the campaign is over, you can send it back to The Insiders free of charge, at which point we will refund the remaining £122.20 (65%) from your purchase price.

[‡]Please note that The Insiders can only accept both devices when you are returning. Failure to return both devices will result in the deposit for both being retained.

Campaign Actions

Insiders receive the Pawbo device(s) to trial for five weeks and then write and post reviews on specific websites and social media.

It is imperative that you complete the end survey so that you can indicate your choice regarding retaining or returning the Pawbo device(s) at the end of the campaign. The survey will be made available online at the end of the campaign; you will be advised of this by email. The end survey must be completed by the given dates.

Timing

The duration of the campaign is clearly stated on the website and via the blog posts. Insiders will be able to use their Pawbo device(s) between 16/03/2018 and 20/04/2018.

Registration

You can only apply to take part in this campaign via The Insiders' website. Only one account per household is permitted; in the event of misuse or false information, the prospective insider is liable to be banned from the campaign without warning. To take part in The Insiders' Pawbo Theme Park campaign, prospective applicants must complete the list of questions truthfully and in full.

Debit / credit card details

For you to take part in this campaign, we require a deposit in case of loss, theft or damage to your Pawbo device(s) against a valid bank or credit card.

When candidates first subscribe to this campaign, no deposit is requested. Once the subscription period is closed, we will make a shortlist of the candidates we feel most suitably fit the required profile for the Pawbo Theme Park campaign. An email will then be sent to those shortlisted candidates, containing a link to our payment screen where we will request them to pay a campaign deposit for the Pawbo device(s). No deposit is required until this phase. The first shortlisted Insiders who successfully pay their deposit are then automatically selected for the campaign and will receive the Pawbo device(s).

Should you wish to return your Pawbo device(s) at the end of the campaign, you can send them back to us free of charge and your deposit will be refunded.

At the end of the campaign, you will have two options:

- To keep the Pawbo device(s); we retain your deposit as payment for your purchase of the, at a considerable discount from the full retail price;
- To return the Pawbo device(s); whereby you follow the returns procedure below. Please note if the Pawbo device(s) is not returned in the specified timeframe after the campaign (see return policy below), the deposit will be retained indefinitely.

Debit / credit card details must be completed correctly and in full upon registration. Any refund will be returned to the same account and on the same debit / credit card.

After the campaign, your debit / credit card details will be erased.

This is standard practice for campaigns in which Insiders get a chance to try out exclusive and expensive products (in this case the Pawbo Theme Park). Such a deposit is required to cover possible loss, damage, and theft, in addition to specialised transportation that may be required in case of damage to the Pawbo device(s) during the campaign.

Privacy

All details will be treated with the utmost confidentiality. Personal information about participants will only be passed to third parties with explicit permission. If you are not selected, we will remove all your debit / credit card details from the system immediately.

Selection

Participants will be selected for this campaign based on specific criteria set by the client. This selection will be made by The Insiders, and is both binding and final. Failure to be selected will have no bearing on any subsequent applications for, or participation in, other campaigns run by The Insiders or its subsidiaries. This manner of selection has been deemed necessary, as the number of candidates is often far higher than the number of available places.

Looking after your Pawbo device(s)

It is the participant's responsibility to keep their Pawbo device(s) clean and in good working order whilst it is in their possession. The participant should not, under any circumstances, sell - or attempt to sell – the Pawbo device(s) during the period of the campaign as they risk breaching the product returns policy outlined below.

Returning your Pawbo device(s)

When the campaign ends, you can return the Pawbo device(s) by following the process specified below:

1. Fill out the end survey to confirm your intention to return the Pawbo device(s). The end survey will be communicated via email by The Insiders following the campaign's closure.
2. You will receive instructions to return the Pawbo device(s) free of charge. The instructions will be provided by The Insiders following the end survey's final deadline.
 - a. These instructions will provide clear deadlines for the return and refund process for The Insiders, including timescales and dates.

If the Pawbo device(s) is returned by a method different to that agreed, this will be at the expense and risk of you, the sender. You will be liable for the costs should the Pawbo device(s) be lost, and in that event, your deposit will be withheld.

Ensure that the Pawbo device(s) is returned undamaged, clean and complete in the original packaging (including the box and any inside packaging).

Instructions for returning your Pawbo device(s)

Pawbo+

- Please return the following, along with the undamaged packaging:
 - 1x Pawbo+ PPC-21CL Interactive Pet Camera
 - 1x Power Adapter
 - 1x Quick Start Guide / Warranty Card / Compliance Declaration
- Reset the Pawbo+ setting before returning
- Before powering off the Pawbo+, ensure that the power indicator (red light) had blinked. Only once it has finished is it ok to power off
- The product and packaging should be kept as clean as it was upon receipt

Pawbo Catch

- Please return with un-damaged packaging with completed items:
 - 1x Pawbo Catch PPC-IR01
 - 1x Cat Teaser Toy
 - 1x Remote Control
 - 1x Quick Start Guide / Warranty Card / Compliance Declaration
- Before powering off the Pawbo Catch, press the [1] button on the remote control to ensure that it functions correctly
- The product and packaging should be kept as clean as it was upon receipt

Pawbo Flash

- Please return with un-damaged packaging with completed items:
 - 1x Pawbo Flash
 - 1x Quick Guide / Warranty Card / Compliance Declaration
- Before returning the Pawbo Flash, plug it into the Pawbo+ and ensure that the LED lights functions correctly
- The product and packaging should be kept as clean as it was upon receipt

General Terms & Conditions

The Insiders is not responsible for technical or other problems in this campaign arising from it or caused by elements that cannot be controlled by either The Insiders or Pawbo. It is the responsibility of each individual participant to ensure that both the software and hardware are protected, and are in good working condition. Participation in this campaign implies the unconditional acceptance of these rules.

The Grapevine, trading under the name "The Insiders" and referred to below as The Insiders, cannot be held liable for direct, indirect or incidental damage resulting from use of the website or information obtained via the website.

The Insiders cannot be held liable in any way whatsoever for potential damage incurred by the registered member as a result of using the product or service during the campaign.

The manufacturer and distributor remain at all times jointly and severally liable for the product or the service of the product that the registered member uses during a campaign.

The registered member must at all times observe the user instructions and / or comply strictly with the instruction leaflet for the product or service.

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You have the right to consult the information on the website for private and personal use and / or to download it. Any other use including but not limited to the reproduction, dissemination, making available to the public and / or re-use in any form, in whole or in part, temporarily or permanently, of the site or the details of The Insiders is strictly forbidden without the prior written permission of The Insiders.

Generated content

When participating in this campaign you will have the opportunity to demonstrate your ambassador activity by posting content online which includes but is not limited to images, videos, reviews, testimonials, tweets and other media formats (hereafter called "the Online Content"). By participating in this campaign, you agree that Pawbo can use or utilise all or any of the Online Content, free of charge, in marketing activities whether for or related to this campaign, or for or related to any other marketing activities whatsoever and you hereby waive any intellectual property rights, to include but not limited to, copyright of the Online Content.