

The Insiders' Bayer Bepanthen Nappy Care Ointment Campaign

Most Active Ambassador Competition

Terms & Conditions

The Insiders – May 2019

Full Terms and Conditions

The campaign is open to UK residents, 18 and over only, and excludes employees and the immediate families of The Insiders, Bayer, its agents or anyone professionally connected to the campaign.

The duration of the campaign is clearly stated on the website and via the blog posts. Insiders will be able to use the Bepanthen Nappy Care Ointment between 20/05/2019 and 01/07/2019

For this campaign we are looking for the most active ambassador. There will be 3 winners, selected upon the criteria set out below, and will each win a prize.

To enter, qualifying participants must:

- Have an account or register with The Insiders;
- Apply to and be selected for the Bepanthen Nappy Care Ointment campaign;
- Have completed each of the following campaign tasks:
 - Being active on the blog by posting and responding to comments
 - Sharing the vouchers and samples included in your Bepanthen VIP pack
 - Submitting reports of your Bepanthen conversations
 - Uploading photos to the campaign's photocorner*
 - Completing the end survey that is circulated at the end of the campaign

**NB - Images should be in the form of a jpeg and no larger than 5MB.*

Participants may complete these tasks as many times as they wish (with the exception of the end survey), however no one person may win more than one prize throughout the duration of the campaign. The Insiders reserves the right at its sole discretion to disqualify any individual found to be attempting to circumvent this clause by tampering with the operation of the campaign, setting up multiple accounts, using multiple identities or to be acting in any manner deemed by The Insiders to be in violation of the terms and conditions; or to be acting in any manner deemed by The Insiders to be disruptive.

All qualifying entries will be reviewed by The Insiders' team and a shortlist of finalists will be selected. The judging panel will select the X best entries which, in their opinion, best adhere to the stipulations of the competition. The selection of the finalists and the final judging of the 3 winners will take place following the specified closing date. The winners will be notified by email the following day and will have 14 days in which to respond confirming acceptance of the prize and provide details of where the prize should be sent. Should any of the winners fail to respond to the

initial notification within 14 days, The Insiders reserves the right to disqualify that entry and pass the prize to the next reserve winner (judged at the same time as the original 3 winners).

The Insiders reserves the right at its sole and absolute discretion to immediately and permanently remove any material that is deemed to be distasteful or degrading, or will in any way cause offence. Regarding the photo aspect of the competition, entrants may only submit photographs of themselves, family, or friends, and must have the express permission of all persons featured in the photo to publicly share their image. The photo(s) must not in any way be:

- Violent, negative or/and discriminative of any ethnic, racial, gender, religious, professional or age group, or be profane or obscene;
- Depict any activities that may appear unsafe or dangerous, or any political agenda or message;
- Offensive or be about hate;
- Defame, misrepresent or contain negative remarks about Bayer or its products, other people, products or companies;
- Contain trademarks owned by others or advertise or promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media or musical "samples") without permission;
- Contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, other than the participant, without permission;
- Communicate messages or images inconsistent with the positive images and/or goodwill to which The Insiders wishes to associate;
- Depict, and cannot itself be in, violation of any law;

Any inappropriate or offensive material may be reported to the appropriate authorities.

No alternative – cash or otherwise - will be available to the stated prizes. In the event of the stated prize becoming unavailable in whole, or part, due to circumstances outside of its control, The Insiders reserves the right to substitute the stated prize with an equivalent of equal or greater value.

The Insiders' decision is final and binding in all matters.

By entering this campaign, entrants agree to be bound by the terms and conditions governing this competition.

The email address registered with The Insiders will be used to notify winners of their prize and to request confirmation of the postal address to which their prize will be sent. Therefore, all entrants must ensure they provide a valid email address and will be current and contactable for the duration of the campaign. In the event of an entrants' email address becoming inaccessible during the campaign, The Insiders is not able to retrieve and amend any existing entries to a new email address.

The Insiders reserves the right to verify all entries and the winners including, but not limited to, any entrant's identity, and to refuse to award a prize or withdraw prize entitlement or refuse further participation in the campaign where there are reasonable grounds to believe there has been a breach of these terms and conditions, or any instructions forming part of this campaign's entry requirements, or otherwise where a participant has gained unfair advantage in participating in the campaign, or won using fraudulent means.

All personal data processed by Bayer will be processed in accordance with the Data Protection Act and Bayer's privacy policy will apply. This can be viewed at: <https://www.bayer.com/en/Privacy-Statement.aspx>

Limitations of liability: neither Bayer, The Insiders, its agents, nor anyone professionally connected to the campaign, assumes any responsibility or liability for:

- Any incorrect or inaccurate personal data entry, or for any faulty or failed electronic data transmissions.
- Communications line failure, regardless of cause, with regards to any equipment, systems, networks, lines, satellites, servers, computers or providers utilised in any aspect of this campaign.
- Inaccessibility or unavailability of the internet or any combination thereof.
- Any injury or damage to entrants upon delivery and/or use of the prize.

By entering the campaign, participants acknowledge that they may be required to participate in publicity relating to the campaign without further consent or payment. Such publicity may include, without limitation, the publication of the winners' names and counties, and entrants' names and/or images and statements made by the entrants concerning the campaign.

Any queries regarding the campaign can be obtained by sending an email entitled "The Insiders' Bayer Bepanthen Nappy Care Ointment Most Active Ambassador competition" to: infouk@theinsiders.eu, during the duration of the campaign.

Bayer: 400 S Oak Way, Reading RG2 6AD, UK

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 Bayer 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.