

## **The Insiders' Hoover Campaign**

### **Terms & Conditions**

#### **The Insiders – July 2019**

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

- Completion of the **end survey**, which is mandatory. Amongst other points, it is where participants must confirm their decision to return or keep the Hoover product that they are trialling.
- Should the participant elect to return the Hoover product, they must send it back in accordance with the specified returns procedure (see section below, entitled 'Returning the Hoover product').

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 Hoover campaign. An email will then be sent to those shortlisted candidates on how to join the campaign.

This is standard practice for campaigns in which Insiders get a chance to try out exclusive and expensive products (in this case the selected Hoover product).

#### **Purchase and delivery of the Hoover product:**

Purchase the specified Hoover product online from Amazon.co.uk

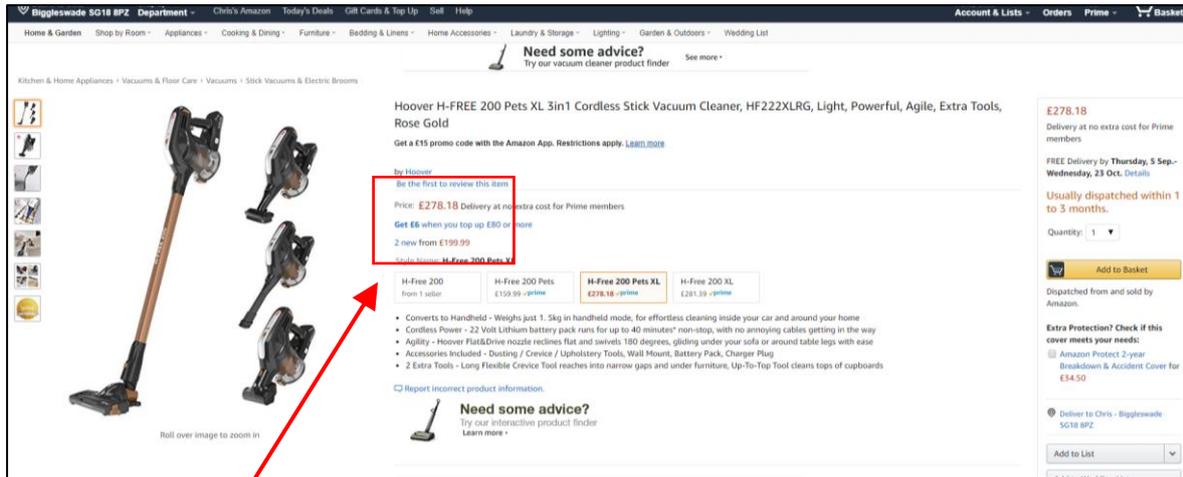
Having completed their entry survey, shortlisted candidates will be sent an email upon the entry survey's closure, requesting them to go online to Amazon.co.uk to purchase their device in full (see prices below in section entitled 'Hoover product prices in this campaign'). There will be a fast deadline for this, so please ensure prompt action is taken. They will be taken to a link, where they will be able to purchase the Hoover product specified in the email with a discount code.

As a recipient of this email, you must follow the following steps:

- When you come to the page that the link leads you to, you will see the option that uses the format '**X new from £xxx.xx**' – for example '**2 new from £199.99**', or '**1 new from £279.99**'
- This will have a hyperlink on the word 'new' – click on it
- Doing this will take you to another page with some options for 'Add to Basket'. You must choose the one that has 'Hoover Limited' as the Seller Information.

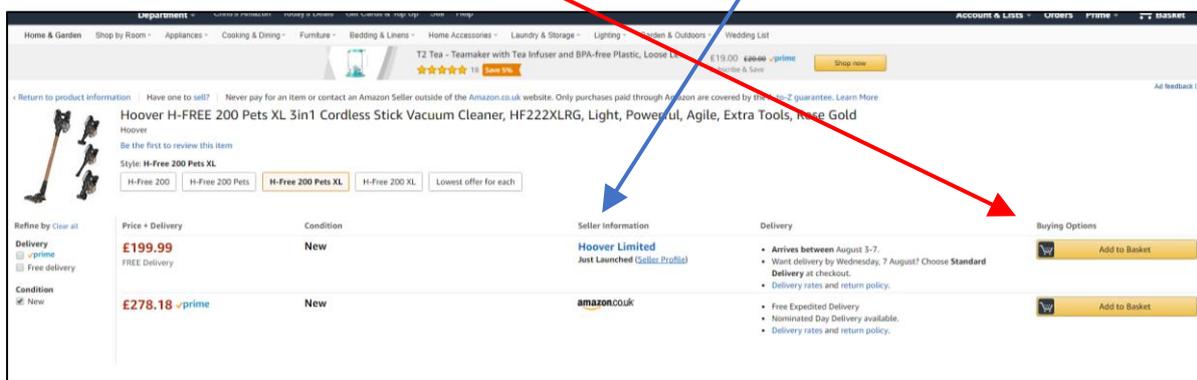
**There are some helpful images for you on the next page, designed to explain the process above in simpler terms.**

# 1) Image one (below) – link screen (the screen that the link will take you to)



# 2) Image two (above) – the hyperlink you need to click on (circled in green)

# 3) Image three (below) – select the 'Add to Basket' with Hoover Limited as the Seller



- When it comes to payment, be sure to enter the discount code we have provided in the relevant field at checkout, which is step 2 'Choose a payment method'.
- *Please note: any Insider that does not purchase from Hoover directly via Amazon.co.uk (as per above) will not be able to obtain their discount and WILL NOT be part of the campaign.*

Once you have purchased their product, you will then need to send an email to The Insiders with the following document attached by the given deadline:

- a copy of your purchase receipt

There will be a strict deadline given to purchase the product and email the receipt in order to join the campaign. Those candidates who do email by the given deadline are then automatically selected for the campaign.

Those who send their receipt after the deadline run the risk of not being included in the campaign.

#### **Hoover product Recommended Retail Prices in this campaign**

<b>Product</b>	<b>Recommended Retail Price</b>
Hoover H-Free 100	£119.99
Hoover H-Free 100 Pet	£139.99
Hoover H-Free 200	£149.99
Hoover H-Free 200 Pet	£169.99
Hoover H-Free 200 Home XL	£189.99
Hoover H-Free 200 Pet XL	£199.99
Hoover H-Free 500	£199.99
Hoover H-Free 500 Pet	£229.99
Hoover H-Free 500 Energy	£249.99
Hoover H-Free 500 Pet Energy	£299.99
Hoover H-Free 700 Pet XL	£249.99
Power Capsule	£129.99
Telios Extra	£149.99

#### **Campaign Actions**

Insiders have the Hoover product to trial for four weeks and then write and post reviews on specific websites. It is also important that participants complete the end survey so that they can indicate their choice regarding retaining or returning the Hoover product at the end of the campaign. The survey will be made available online at the end of the campaign; participants 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 the Hoover product between 02/09/2019 and 30/09/2019.

## Registration

Participants can 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' Hoover campaign, prospective applicants must complete the list of questions truthfully and in full.

## Returning or retaining your device

At the end of the campaign, The Insiders will send you – as a participant of the campaign - an end survey. At the end of this survey, you will have two options:

1. Keep the Hoover product. You simply keep the Hoover product you've been trialling with no further actions needed.
2. To return your Hoover product; whereby you follow the returns procedure below.

## Returning your Hoover product

When the campaign ends, participants can return the Hoover product by following the process specified below:

- Fill out the end survey to confirm the intention to return the Hoover product. The end survey will be communicated via email at the end of the campaign by The Insiders.

***Please note this is the ONLY way that you can let The Insiders know of your intention to return (or keep) the Hoover product.***

- The participant will receive further instructions via a later email to return the Hoover product free of charge to Amazon.co.uk, and the price that the participant paid at the time of purchase (after using the discount) will be refunded. Please note that for those consumers purchasing using the discount codes given by The Insiders (i.e. those people participating in this campaign), the Amazon.co.uk window for returns has been extended to 60 days (vs the standard 30 days), to allow for this campaign.

Participants must ensure that the Hoover product that they've been trialling is returned undamaged, clean and complete in the original packaging (including the box, inside packaging, and any accessories).

If the Hoover product is returned to Amazon.co.uk by a method different to that agreed, this will be at the expense and risk of the participant. The participant will be liable for the costs if the Hoover product is lost, and in that event, their remaining 50% will not be refunded.

The remainder of your purchase will be refunded to you upon safe receipt of the device.

Please note if the Hoover product is not returned in the specified timeframe after the campaign then participants will have no opportunity to return the device later, and no further refunds will be given.

### **Privacy**

All details will be treated with the utmost confidentiality. Personal information about participants will only be passed to third parties with explicit permission.

### **Selection**

Participants will be selected for this campaign based on specific criteria agreed upon by Hoover and The Insiders. 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 Hoover product**

It is the participant's responsibility to keep their Hoover product 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 Hoover product during the period of the campaign as they risk breaching the product returns policy outlined above.

### **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 Hoover. It is the responsibility of each individual participant to ensure that the Hoover product is protected and is 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 service 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.

The website, as well as the content of its texts, images, graphics, sound files, animations, video recordings, data organisation and databases which may have been included (i.e. the information) remain the intellectual property of The Insiders. The information is protected under the Act of 30 June

1994 covering its copyright and related rights, and by the entirety of the regulations applicable to intellectual property.

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