

## The Insiders' PURINA® BETA

### Terms & Conditions

The Insiders – June 2023

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

- Selection in the entry survey
- Completion of the end survey, which is mandatory

Candidates must fill in the entry survey on our campaign page to subscribe to this campaign. Once the subscription period is closed, we will make a shortlist of the candidates we feel most suitably fit the required profile for the PURINA® BETA.

This is standard practice for campaigns in which Insiders get a chance to try out exclusive products (in this case the **Purina® BETA**)

This is a non-returnable campaign; Insiders will not have the option to return the product at the end of the campaign.

#### **Payment**

**No purchase is required to participate in this campaign.** Selected Insiders will be sent a selection email confirming their place in the campaign. Selected Insiders will be sent a product they have selected in the entry survey free of charge to the address entered in the entry survey.

#### **Campaign Actions**

Insiders receive the Purina® BETA food pack to trial and then write and post a review. It is also important that participants complete the end survey 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.

#### **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' the Purina® BETA campaign, prospective applicants must complete the list of questions truthfully and in full.

## **Returns and Exchanges**

The PURINA® BETA product cannot be returned back to The Insiders at any point in the campaign. If your device requires an exchange at any point during the duration of the campaign, please notify The Insiders support team at [infouk@theinsiders.eu](mailto:infouk@theinsiders.eu) to ensure expectations are set regarding review timelines and campaign participation.

## **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 Purina® 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.

## **General Terms & Conditions**

The registered member must at all times comply strictly with the instruction leaflet for the product or service.

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## **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 the Purina® 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.

