

The Insiders' Panasonic Hair Dryer NA98 Campaign

Terms & Conditions

The Insiders – February 2019

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

- Upon being shortlisted for the campaign, payment of a campaign deposit (see below)
- Completion of the end survey, which is mandatory. Amongst other points, it is where participants must confirm their decision to return or keep the Panasonic Hair Dryer NA98.
- Should the participant elect to return the Panasonic Hair Dryer NA98, they must send it back in accordance with the specified returns procedure (see section below, entitled 'Returning the Panasonic Hair Dryer NA98').

Payment

When candidates first subscribe to this campaign, no deposit is requested. Once the subscription period is closed, The Insiders will make a shortlist of the candidates we feel most suitably fit the required profile for the Panasonic Hair Dryer NA98 campaign.

Shortlisted candidates will be sent an email containing a link to The Insiders' payment screen, where they will be requested to pay a campaign deposit of £64.99 (vs. RRP of £179.00) for the Panasonic Hair Dryer NA98.

No deposit is required until this phase.

This is standard practice for campaigns in which Insiders get a chance to try out exclusive and expensive products (in this case the Panasonic Hair Dryer NA98).

The first shortlisted Insiders who successfully pay their deposit are then automatically selected for the campaign and will receive the Panasonic Hair Dryer NA98 at their home. Such a deposit is required to cover possible loss, damage, and theft to the Panasonic Hair Dryer NA98 during the campaign. If you wish to return your device once the campaign is over, you can send it back to The Insiders free of charge and your deposit will be refunded (see section below, entitled 'Returning or retaining your device').

Delivery of Panasonic Hair Dryer NA98 pack by The Insiders

Shortlisted candidates will be sent an email containing a link to The Insiders' payment screen, where they will be requested to pay a campaign deposit of £64.99 (vs. RRP of £179.00) for the Panasonic Hair Dryer NA98. 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 Panasonic Hair Dryer NA98 at their home. Such a deposit is required to cover possible loss, damage, and theft of the Panasonic Hair Dryer NA98 during the campaign. If you wish to return your device once the campaign is over, you can send it back to The Insiders free of charge and your deposit will be refunded (see section below, entitled 'Returning or retaining your device').

Campaign Actions

Insiders receive the Panasonic Hair Dryer NA98 to trial for 5 weeks and then spread word of mouth, and complete all campaign activities, notably writing and posting reviews on specific websites, including The Insiders' website.

It is also important that participants complete the end survey so that they can indicate their choice regarding retaining or returning the Panasonic Hair Dryer NA98 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 Panasonic Hair Dryer NA98 between 04/03/2019 and 08/04/2019.

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' Panasonic Hair Dryer NA98 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 of £64.99 in case of loss, damage, or theft of the Panasonic Hair Dryer NA98 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 Panasonic Hair Dryer NA98 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 Panasonic Hair Dryer NA98.

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 Panasonic Hair Dryer NA98.

Returning or retaining your device

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

- 1) Keep the Panasonic Hair Dryer NA98; whereby we retain the £64.99 deposit as payment for your purchase of the Panasonic Hair Dryer NA98, at a considerable discount from the full retail price of £179.00.
- 2) To return your Panasonic Hair Dryer NA98; whereby you follow the returns procedure below.

Returning the Panasonic Hair Dryer NA98

When the campaign ends, participants can return the Panasonic Hair Dryer NA98 by following the process specified below:

- Fill out the end survey to confirm the intention to return the Panasonic Hair Dryer NA98. The end survey will be communicated via email at the end of the campaign by The Insiders.
- The participant will receive further instructions via a later email to return the Panasonic Hair Dryer NA98 free of charge and the deposit will be refunded. The instructions will be provided by The Insiders at the end of the campaign.

Participants must ensure that the Panasonic Hair Dryer NA98 is returned undamaged, clean and complete in the original packaging (including the box, inside packaging, any accessories and The Insiders box).

If the Panasonic Hair Dryer NA98 is returned 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 Panasonic Hair Dryer NA98 is lost, and in that event, their deposit will be withheld.

Upon safe receipt of the device, The Insiders will begin to process the refund.

Please note if the Panasonic Hair Dryer NA98 is not returned in the specified timeframe after the campaign then participants will have no opportunity to return the device later. The £64.99 deposit will be retained indefinitely in this instance (for Insiders who received their device direct from The Insiders).

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 agreed upon by Panasonic 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 Panasonic Hair Dryer NA98

It is the participant's responsibility to keep their Panasonic Hair Dryer NA98 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 Panasonic Hair Dryer NA98 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 Panasonic. 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 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.

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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 Panasonic 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.