

## The Insiders' Samsung Campaign

### Terms & Conditions

#### The Insiders – January 2022

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

- If selected to participate in the campaign, participants will be asked to buy the device through a payment link
- Write a my testimonial review
- Write a review on an open webshop that we will advise
- Record an Unboxing video
- Write a Social media post
- Completion of the end survey, which is mandatory

#### Payment

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 Samsung 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.

#### Delivery of the Samsung device by The Insiders

Shortlisted candidates with this option will be sent an email containing a link to The Insiders' payment screen, where they will be requested to pay 60% of the RRP. No payment is required until this phase. The first shortlisted Insiders who successfully pay are then automatically selected for the campaign and will receive the Samsung device at their home.

| Product               | Recommended Retail Price | Insider Price |
|-----------------------|--------------------------|---------------|
| Samsung The Freestyle | £999                     | £599          |

#### Campaign Actions

Insiders receive the Samsung device to trial in their homes for the campaign. They will then be asked to write a product review. It is also important that participants complete the end survey. 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 product during the campaign live phase (see infopage for details).

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

## **Debit / credit card details**

When candidates first subscribe to this campaign, no payment 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 this Samsung 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 for the product. No payment is required until this phase. The first shortlisted Insiders who successfully pay are then automatically selected for the campaign and will receive the product.

## **Returns and Exchanges**

The device can only be returned during the 2 week (14 day) cooling off period. If we have received the product back in original packing and in proper working condition without damage, we will refund the payment. At the end of the campaign, you won't have the option to return the product back to The Insiders. If your device requires an exchange or repair 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 about 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. 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 Samsung 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 Product**

It is the participant's responsibility to keep their 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 product during the period of the campaign as this will breach terms and conditions.

## **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 Samsung. 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. 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, 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 Samsung 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.

## **Samsung Competition**

- Samsung have agreed to enhance your experience with The Freestyle by making prizes of 50,000 Samsung Reward Points, worth £50, available for [insert number of prizes per campaign] participants with the best Unboxing Video or Social Media Post.
- All you do to qualify is submit an unboxing video or a screenshot of your social post on the Insiders platform.

- Insiders will select and notify the lucky winners based on the most creative and engaging video or social post. The criteria to qualify includes a first reaction, what features you are most excited to test, what location you are most eager to try The Freestyle in, the video must be uploaded to both The Insiders website and social media using the campaign hashtag, and the video must not feature or mention any other brands. For the avoidance of doubt, Samsung itself will not select the winners and the tone and content of the reviews submitted as part of the campaign will not factor into the determination of the winners.
- Winners will be issued with the Reward Points through their Samsung Account and must therefore have or create an account and share the account ID with Insiders for the prize to be applied.