

Promotion Terms and Conditions

By entering the Promotion you confirm that you have read, understood and agreed to these terms and conditions (the 'Terms and Conditions') and that you consent to the processing of any personal details you submit by ZX Ventures Limited in accordance with its Privacy Policy <https://michelobultra.co.uk/privacy>.

1. Eligibility: This Promotion is open to all United Kingdom residents (excluding residents of Northern Ireland) aged 18 years or over as of their date of entry, except employees of the Promoter, its agents, their families and anyone professionally connected with this Promotion.

2. How to enter:

2.1. Follow @michelobultrauk on instagram, facebook or twitter, and tag @michelobultrauk in a photo of you and/or your exercise crew to participate in a free draw for one of the Prizes. The individual(s) photographed must all be of legal drinking age.

2.2. The Promoter reserves the right to exclude any participant that posts any user content that:

2.2.1. Promotes excessive or irresponsible drinking of alcoholic beverages;

2.2.2. Infringes any person's legal rights, including any right of privacy and publicity;

2.2.3. Is untrue, defamatory, infringing, abusive, obscene, indecent, deceptive, threatening, harassing, offensive, objectionable, vulgar, misleading or unlawful, sexist or racist.

3. Promotional Period: The Promotional period will run from 12:00 UTC+01:00 on the 22/07/2021 and will finish on 23:59 UTC+01:00 on the 12/08/2021.

4. Prizes:

4.1. The Prize consists of TWO 12 x 330ml cases of Michelob Ultra beer. There are a total of FIFTY Prizes to be won. One Prize per Winner.

4.2. The Prize is as stated, non-transferable and no cash alternative is available.

4.3. Any other costs incurred in addition to those set out above and that are incidental to the fulfilment of the Prizes are the responsibility of the Winners.

5. Winner announcement/ Prize claim:

5.1. There will be 50 Winners in total. Each Winner is limited to ONE Prize.

5.2. The Winners of the Prize will be determined by an independent panel from all eligible entries. The Winners will be contacted any time between 22/07/2021 to 12/08/2021 via a direct message on the social media platform through which they entered the competition.

5.3. The Winners of the Prize must respond within two (2) business days of being notified by the Promoter. If the Winner does not respond within such timeframe, then the Winner's Prize will be forfeited and the Promoter shall be entitled to select another winner in accordance with the process described above.

5.4. If a Winner rejects their Prize or the entry is in breach of these Terms and Conditions, the Winner's Prize will be forfeited and the Promoter shall be entitled to select another Winner.

6. Privacy and Data Protection:

6.1. Personal data received in the course of the Promotion will be used in accordance with applicable data protection law and in accordance with the Promoter's Privacy Policy: <https://michelobultra.co.uk/privacy>. By participating in the Promotion you consent to the Promoter processing your personal data for the purposes of carrying out the Promotion and notifying and advertising the winners.

6.2. By entering the Promotion, you consent that, should you be the winner, the Promoter or any of its affiliates can publish your name, town of residence and face and/or likeness in any sites administered by the Promoter or any of its affiliates. Winner may withdraw consent to such use of personal information by writing to the Promoter or by using the opt-out process outlined in the Promoter's Privacy Policy.

7. General:

7.1. The Promoter reserves the right, in exceptional circumstances, to award an alternative prize of equal or greater value, should the Prize (or any element of it) become unavailable for any reason.

7.2. In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this Promotion or the awarding of the Prize, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the Promotion or these Terms and Conditions, at any stage, but will always endeavour to minimize the effect to participants in order to avoid undue disappointment.

7.3. The Promoter reserves the right, in its absolute discretion, to verify the Winners, including but not limited to, proof of identity and/or age, as

required or refuse to award a prize or to withdraw Prize entitlement and/or refuse participation in the Promotion where there are reasonable grounds to believe there has been a breach of these Terms and Conditions or any instructions forming part of this Promotion's entry requirements or otherwise where a participant has gained an unfair advantage in participating in the Promotion or has won using fraudulent means.

7.4. By entering the Promotion, you agree to release the Promoter from any liability whatsoever for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Promotion or with the acceptance, possession, attendance at or use of the Prize (except death or personal injury caused by the Promoter's negligence, for fraud, or otherwise as prohibited by law).

7.5. In all aspects of this Promotion the Promoter's decision is final and no correspondence will be entered into regarding the Promotion.

7.6. These Terms and Conditions shall be interpreted and applied on the basis of English law and the courts of England and Wales shall have exclusive jurisdiction.

7.7. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook; Twitter and Instagram. The Promotion is subject to the social network's terms of services which can be found at: <https://www.facebook.com/legal/terms>; <https://twitter.com/en/tos> and <https://instagram.com/about/legal/terms/>

8. The Promoter and the data controller: ZX Ventures Limited whose registered address is Bureau, 90 Fetter Lane, London, England, EC4A 1EN.