

## Standard Competition Terms and Conditions

The promoter of the competition is: Pure International Limited, Concept House, Home Park Estate, Kings Langley, Herts, WD4 8LZ (“we”, “us” or “our”).

Your entry in the competition constitutes your acceptance of these legally binding terms and conditions.

In order to be eligible to win, you must:

be over 18 years of age and resident in the UK;

have access to the internet; and

not be one of our employees or an employee of our associated companies (including their family/household members).

Only one entry per person is permitted, unless otherwise stated. Automated entries will be invalidated, including multiple entries from the same IP address or telephone number range.

No responsibility can be accepted for entries that are not received by us.

Names of the winners may be used by us for promotional and publicity purposes, unless you otherwise notify us at the time of submitting your entry. Winners may be requested to take part in or co-operate with reasonable publicity.

Your personal data will be used strictly to administer the competition or otherwise only with your consent and will be handled in accordance with current UK data protection legislation.

No cash alternative or alternative prize(s) are available on request but in the event the advertised competition prize(s) are unavailable we reserve the right to offer alternative prize(s) of equal or greater value. Prizes are non-transferable.

The competition is in no way sponsored, endorsed or administered by, or associated with, Instagram. You understand and agree that you are providing your information to us and not to Instagram. By entering the competition, you release Instagram from any action or claim arising out of the competition. Any questions, comments or complaints regarding the competition must be directed to us, not Instagram.

We will not be liable for any damage, loss or disappointment suffered by any person taking part or not being able to take part in a competition. By participating in the competition, to the extent permissible by law you release us from any and all claims, damages or liabilities arising from or relating to the acceptance of any prizes in connection with your participation in the promotion. Nothing in this clause shall act so as to exclude our liability for death or personal injury as a result of our negligence. We are not liable in the event that any portion of the promotion is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control.

We may, at our sole discretion, disqualify you from the competition on the basis of any fraudulent, rude, abusive, or otherwise inappropriate behaviour.

Our decisions are final and no correspondence will be entered into.

These terms and conditions are governed by English law.

For regular updates from Pure follow us on Twitter, Instagram or like us on Facebook.

For more information regarding our products visit [www.pure.com](http://www.pure.com).