

.DIAGEO PRIZE DRAW TERMS AND CONDITIONS TEMPLATE – EVENT TICKET PRIZES

Short Form Template

DRINKiQ BST Hyde Park Prize Draw Promotion

BST Hyde Park attendees only, 18+. Complete the DRINKiQ quiz at the House of Zero stand and provide your name and email address for a chance to win a prize.

Prize Draw 1: Enter between 10:00 on 27 June 2026 and 23:59 on 5 July 2026 for a chance to win a pair of tickets to see Lewis Capaldi at BST Hyde Park on 12 July 2026.

Prize Draw 2: Enter between 10:00 on 27 July 2026 and 23:59 on 12 July 2026 for a chance to win a House of Zero alcohol-free hamper.

Maximum one entry per person per prize draw. Winners selected at random. Winners must respond within 48 hours of notification or an alternative winner may be selected. Lewis Capaldi tickets are not transferable and are not for resale.

Promoter: Diageo Great Britain Limited, 16 Great Marlborough Street, London W1F 7HS.

Long Form Template

DRINKiQ BST Hyde Park Prize Draw Promotion Terms and Conditions (the "Promotion")

Eligibility

1. The Promotion is open to residents of Great Britain aged 18 years or over who attend BST Hyde Park Festival, London.
2. Employees of the Promoter and its affiliate companies, their families and anyone professionally involved with or connected to the Promotion are not permitted to enter the Promotion.
3. The Promoter will verify the eligibility of all entrants. The Promoter will require as much information as it considers reasonably necessary for this purpose and the Prize may be withheld unless or until the Promoter is satisfied with the verification. Entrants who use anonymous email services will not be entered into the Promotion.

How to enter & winner selection

4. The Promotion is free to enter.
5. To enter the Promotion, you must complete the DRINKiQ quiz on one of the tablets provided at the House of Zero activation and provide your name and email address to be entered into the prize draw. Maximum one entry per person.

Prize Draw 1 (x2 Lewis Capaldi Tickets 12th July)

- Entries for Prize Draw 1 will be accepted between 10:00 on 27 June 2026 and 23:59 5 July 2026.
- One valid entry will be selected at random from all eligible entries received during this period.
- The winner will receive one pair (2 tickets) to see Lewis Capaldi at BST Hyde Park Festival on 12 July 2026.
- The winner will be contacted on Monday 6th July by email using the email address provided at entry. If the winner does not respond within 24 hours of the initial notification email, one follow-up email will be sent. If no response is received by 48 hours of the initial notification email, the Prize will be forfeited, and an alternative winner may be selected using the same random selection process.
- Entries received outside of this time will be void and will not be entered into the Promotion. Internet access is required to enter the Promotion.

Prize Draw 2 (House of Zero Alcohol-Free Hamper)

- Entries for Prize Draw 2 will be accepted between 10:00 on 27 June 2026 and 23:59 on 12 July 2026.
- One valid entry will be selected at random from all eligible entries received during this period.
- The winner will receive one House of Zero alcohol-free hamper containing x1 Tanqueray 0.0% 70cl, x1 Captain Morgan 0.0% 70cl, x1 Tanqueray Sevilla 0.0% 70cl, x1 Gordon's 0.0% 70cl.
- The winner will be contacted by email within 24 hours of the closing date.
- One follow-up email will be sent, and if no response is received within 48 hours of the initial notification email, the Prize will be forfeited, and an alternative winner may be selected using the same random selection process.

6. Only one entry per person per prize draw. Entries over the maximum number of entries will be void.

The prizes

7. There are two prizes available in total: one pair (2 tickets) to see Lewis Capaldi at BST Hyde Park Festival on 12 July 2026; one House of Zero alcohol-free hamper.
8. The Lewis Capaldi tickets are non-transferable, non-refundable and must not be sold, exchanged or otherwise transferred for commercial gain.
9. Any other expenses incurred by the winner(s) or their guest(s) in their enjoyment of the Prize will be the sole responsibility of the winner(s) or their guest(s).
10. Any further details will be provided to the winner(s) on notification they have won.
11. The winner(s) and their guest(s) must be 18 or over.
12. The winner(s) and their guest(s) must be available to attend the Prize on the date specified by the Promoter and may need to show photographic ID to enter.
13. The winner(s) and their guest(s) are responsible for their behaviour whilst enjoying the Prize and the Promoter has the right in its absolute discretion to exclude them from the Prize if they fail to comply with instructions, or act in a way that is dangerous, anti-social or which causes a disturbance or nuisance to others.
14. The Prize may have extra rules from companies providing them (like the ticket provider). The winner(s) and their guest(s) must follow these rules to use the Prize.
15. The Promoter will have no liability if the winner or their guest(s) are unable to take up the Prize or if the Prize is cancelled or curtailed for reasons outside of the control of the Promoter.
16. The tickets for the Prize will be delivered via email from Verve Agency, who will administer winner selection and prize fulfilment on behalf of the Promoter.
17. The Prize is non-transferable and there is no cash alternative. The Promoter reserves the right to substitute the Prize with a prize of equal or greater value if circumstances make this necessary.

Data Protection

18. The Promoter will use your personal information only in accordance with these terms and conditions and its [privacy policy](https://footer.diageohorizon.com/dfs/assets/www.diageo.com/PrivacyPolicy_en.html?locale=en-gb) which can be found at https://footer.diageohorizon.com/dfs/assets/www.diageo.com/PrivacyPolicy_en.html?locale=en-gb. The Promoter will only use your personal information for the purpose of carrying out the Promotion. Where the Promoter is not responsible for the fulfilment of or delivery of the Prize, it will share your personal information with Verve Agency who is responsible for the fulfilment of and delivery of the Prize.
19. Personal data collected for the purposes of this Promotion will include entrants' names and email addresses.

20. Personal data will only be used for the purpose of administering the Promotion, selecting winners, contacting winners and arranging prize fulfilment.
21. Verve Agency may receive personal data solely for the purpose of administering the Promotion and fulfilling the Prizes on behalf of the Promoter.
22. Unless entrants have separately opted in to receive marketing communications, personal data will not be used for marketing purposes.
23. Subject to paragraphs 24 and 25 and without prejudice to the Promoter's legal obligations under applicable law, the Promoter will make available the winner's surname and county upon receipt of a written request. Requests should be sent to:
natasha.dell@diageo.com
24. Entrants may object to disclosure under paragraph 23 by contacting:
natasha.dell@diageo.com
25. The Promoter may nevertheless provide such information where required by competent authorities, including the Advertising Standards Authority.
26. Subject to legal and regulatory requirements, personal data collected solely for the purposes of this Promotion will be securely deleted once the Promotion has concluded, all prizes have been fulfilled and any reasonable administration period has expired.

General

27. The Promoter reserves the right to withdraw, amend or terminate (temporarily or permanently) these terms and conditions or the Promotion with or without notice where it becomes necessary to do so due to unforeseen circumstances outside its reasonable control (including, without limitation, in the case of anticipated, suspected or actual fraud or in the event of technical or other difficulties that might compromise its integrity).
28. Entries that contain any offensive or inappropriate content will be deleted and disqualified at the Promoter's discretion.
29. No correspondence will be entered into on the result and the Promoter's decision in all matters relating to the Promotion is final.
30. The Promoter accepts no responsibility for entries that are not received for any reason. Proof of submission will not be accepted as proof of delivery.
31. The Promoter may in its sole discretion disqualify entries that are non-compliant with these terms and conditions or if it has any reason to believe that attempts have been made to distort the spirit of the Promotion.
32. Nothing in these terms and conditions will limit the Promoter's liability for death or personal injury caused by its negligence or for fraud. The Promoter will not be responsible for unexpected issues beyond its control, including but not limited to, any problems caused by other companies involved in the Prize or any problems caused by entrants or the winner or their guest(s). This section does not affect your legal rights. If any part of this section is invalid, the rest will still apply.
33. This Promotion and these terms and conditions are governed by English law and subject to the exclusive jurisdiction of the English Courts.
34. By submitting an entry into this Promotion, entrants agree to be bound by these terms and conditions.

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