

## **Guinness Summer Drops Promotion Terms and Conditions (the "Promotion")**

**Promoter:** Republic of Ireland – Diageo Ireland Unlimited Company, St. James's Gate, Dublin 8, Ireland  
Northern Ireland – Diageo Northern Ireland, Third Floor, Capital House, 3 Upper Queen Street, Belfast

1. The Promotion is open to all residents of Republic of Ireland and Northern Ireland aged 18 or over.
2. Employees of the Promoter and its affiliate companies, their families and anyone deemed to be professionally involved with or connected to the Promotion are not permitted to enter the Promotion.
3. The Promotion is free to enter, no purchase necessary.
4. Prize 'drops' whereby a limited number of prizes can be claimed on a first-come-first-served basis, will operate throughout this promotional window. Participants enter via a button on the promotional website. Email announcements detailing the date and time for the next scheduled 'drop', will be sent to participant's provided email address to provide information on scheduled drop dates. Participants may enter more than one 'drop'. The promotion runs from 7<sup>th</sup> May 2023 through to 31<sup>st</sup> August 2023 inclusive.
5. To be notified of upcoming scheduled drops, participants must visit [www.guinness.com/summerdrops](http://www.guinness.com/summerdrops) and complete the required fields on the registration form. Participants will need to correctly enter: first name, last name, date of birth, email and country of residence. In addition, winners will need to provide their full address and contact telephone number in order to allow prize fulfilment.
6. On successful completion of the required fields, participants will then be signed up to receive promotional email notifications on when the next prize 'drop' is. Email notifications will be sent to participants who are then invited to come back to our promotional website to claim a range of prizes on a first-come-first-served basis. Users can unsubscribe from these notifications via an unsubscribe link in all emails received.
7. On entering the website to claim a prize from each scheduled 'drop', participants will be placed into a digital queuing system. This is ordered on a first-come-first-served basis. A stable and consistent internet connection will be required in order to fulfil the claim for a prize. The promoter accepts no responsibility for connectivity or technical issues which might affect queue position. The participant is reminded that prizes are redeemed on a first-come-first-served basis, this includes the completion of the necessary fields in the webpage form submission within 5 minutes. (Otherwise a participant's queue position may be affected). Although completing a form on time defines a preliminary winner it does not guarantee prize redemption. Unforeseen system inefficiencies may incorrectly display a winner notification. The promoter reserves the final rights to determine the ultimate winner(s) following the promotion terms & conditions outlined.
8. Prizes include:
  - **Drop 1 prize** consists of 20 pairs of forbidden fruit weekend festival tickets. The first 20 participants to successfully claim will be notified via email. Tickets will be supplied as individual day tickets, each individual winner will receive 4 tickets, two for the Saturday event and 2 for the Sunday event. The prize will be fulfilled in the post to the provided address via an appointed external handling agent.
  - **Drop 2 prize** consists of 400 Kathi Burke Guinness t-shirts. The first 400 participants to successfully claim a prize will be sent an email confirmation. Participants will receive 1 of 3 available t-shirt designs, these are dispatched equally on a random basis and are not transferable. Sizes will be allocated randomly. The prize will be fulfilled in the post to the provided address via an appointed external handling agent.
  - **Drop 3 prize** consists of 10 pairs of Galway Races tickets – 5 pairs for Thurs 3<sup>rd</sup> August, 5 pairs for Fri 4<sup>th</sup> August. The first 10 participants to successfully claim will be notified via email. The winners will need to be available to get to the event at their own cost. The prize

will be fulfilled in the post to the provided address via an appointed external handling agent.

- **Drop 4 prize** consists of 5 pairs of tickets to the Kelis gig taking place at the Guinness Storehouse in Dublin. The first 5 participants to successfully claim will be notified via email. The winners will need to be available to get to the event at their own cost. Event scheduled to take place on July 4<sup>th</sup> 2023.
  - **Drop 5 prize** consists of 10 pairs of All Together Now weekend festival tickets. The first 10 participants to successfully claim will be notified via email. Tickets will be delivered via email and communication with a representative agent of the promoter. The winners will need to be available to get to the event at their own cost. Event scheduled to take place on 4<sup>th</sup> August – 6<sup>th</sup> August 2023.
  - **Drop 6 prize** consists of 2 x pairs of tickets to a Seanoiche event. The first 2 participants to successfully claim will be notified via email. Winners will get a choice of event date/locations from the event organiser's schedule and will need to be able to travel to the chosen location at their own cost. If winners can not make the dates offered by the event organiser, there is no cash alternative and the prize is not transferable.
  - **Drop 7 prize** consists of 200 sets of 1 x bucket hat and 1 x t-shirt. Sizes will be allocated randomly. The first 200 participants to successfully claim a prize will be sent an email confirmation. The prize will be fulfilled in the post to the provided address via an appointed external handling agent.
  - **Drop 8 prize** consists of 50 x Guinness merchandise kits. The first 50 participants to successfully claim a prize will be sent an email confirmation. The kits will contain 1 x Hawaiian shirt, 1 x pair of socks, 1 x pair sliders 1 x bucket hat & 1 x sidebag. The promoter may substitute out of stock items with alternatives of equal or greater value. The prize will be fulfilled in the post to the provided address via an appointed external handling agent.
9. The prizes are 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. Winners of event tickets will need to be available to attend events on specific dates as per the event schedule. These can not be transferred and will be valid only on the scheduled dates.
  10. A maximum of 5 participants per household may enter each 'drop' during the promotional period.
  11. This is an all summer long promotion, therefore prize fulfilment may take up to 4 weeks for merchandise to be delivered. Prizes including event tickets will be shared with winners in advance of the event. Participants with queries relating to prize fulfilment should contact the appointed handling agent via email: [GuinnessSummer2023@litesgroup.ie](mailto:GuinnessSummer2023@litesgroup.ie)
  12. The Promoter will use your personal information only in accordance with your selected opt in preferences and our privacy policy which can be found at [https://footer.diageohorizon.com/dfs/assets/www.diageo.com/PrivacyPolicy\\_en.html?locale=en-gb](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, the Promoter shall share your personal information with Verve Marketing Ltd who is responsible for the fulfilment of and delivery of the prize.
  13. Subject to paragraph 14 and without prejudice to the Promoter's data protection obligations under relevant law, the Promoter shall make available, upon receipt of a written request (which includes a stamped addressed envelope for such a response) to [diageoevents@verve.ie](mailto:diageoevents@verve.ie), the winners' surname and county, and (if applicable) the winning entry.
  14. Entrants to the Promotion can, at any time (including at or before the time of entry), object to all or some of their personal information being made available in accordance with paragraph 14 by writing to [diageoevents@verve.ie](mailto:diageoevents@verve.ie) However, the Promoter shall provide the information set out in paragraph 13 upon request from such competent authorities (including the Advertising Standards Authority).

15. All entrants to the first-come-first-served 'drops' prize schedule will also be entered into an additional prize draw. This is also free to enter. It uses a different mechanic, whereby one winner will be randomly selected to win a bundle of our summer themed prizes. The date for the prize draw is scheduled for 24.07.23. The winner will be contacted by an external handling agent appointed by the promoter.
16. The Promoter does not accept responsibility for entries or claims that are delayed or not received due to transmission, network or software problems or any other reason beyond the Promoter's control. The promoter accepts no responsibility for network, or hardware or software incompatibilities or errors or failures in entering the promotion.
17. The winner may be asked to take part in publicity.
18. The Promoter reserves the right to withdraw, amend or terminate (temporarily or permanently) these terms and conditions or the Promotion with or without prior notice where it becomes necessary to do so due to any unforeseen circumstances outside their 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).
19. No correspondence will be entered into concerning the result and the Promoter's decision in all matters relating to the Promotion is final.
20. The Promoter and their agents accept no responsibility for entries that are not received for any reason or difficulties experienced in submitting an entry to this Promotion and proof of submission will not be accepted as proof of delivery.
21. This Promotion and these terms and conditions are governed by Irish law and subject to the non-exclusive jurisdiction of the Irish Courts.
22. Entrants are deemed to have accepted these terms and conditions by participating in this Promotion.
23. Promoter: Diageo Ireland Unlimited Company T/A Diageo Ireland, St James's Gate, Dublin 8, Ireland and Diageo Northern Ireland, Third Floor, Capital House, 3 Upper Queen Street, Belfast