

CARLSBERG - WIN A TRIP TO COPENHAGEN TERMS & CONDITIONS

Carlsberg Win a Trip to Copenhagen Promo Terms and Conditions (the "Promotion")

Promoter:

(1) Republic of Ireland – Diageo Ireland, St. James's Gate, Dublin 8, Ireland

(2) Northern Ireland – Diageo Northern Ireland Limited, 3 Capital House, 3 Upper Queen St, Belfast BT1 6FB

1. The Promotion is open to residents of the Republic of Ireland and Northern Ireland aged 18 or over who hold a valid passport and can legally travel within Europe in accordance with entry requirements such as travel visas and Covid-19 protocols.

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 and no purchase necessary.

4. To enter the Promotion, you must scan the QR code on the Carlsberg promotional themed POS (point of sale) material in all participating retail, convenience, and independent stores across IOI. Once you scan the code, you will be brought to a microsite where you will register your details to include your full name, your date of birth, your email address, your telephone number and your country of residence to be entered into the prize draw for your chance to win one of the available prizes outlined below. The promotional period is between 00:01GMT 1st February 2022 and 00:00 GMT 30th April 2022 (inclusive) and any entries outside this period will be void and will not be entered into the Promotion. Only one entry per person / registered email address.

5. The prize to be won is a travel package for three adults to the value of €2,500 that includes return flights from Dublin to Copenhagen, including taxes, fees and one item of hand luggage per person; Return private airport transfers in Copenhagen; 2 nights' self-catering apartment accommodation in central Copenhagen; Guided tour of Carlsberg Brewery in Copenhagen; €300 spending money. The winners will be drawn at random by an independent third party from all entries correctly submitted in accordance with these terms and conditions. All prizes will be allocated at random.

5. (i) Economy flights available from Dublin International Airport only; Flights will be selected by Prize Provider and not all routings will be available; Winner and guests must have full passport valid for at least 6 months at time of travel; Any necessary visas are responsibility of winner and guests; A valid credit or debit card may be required for security deposit purposes when checking into apartment accommodation; Accommodation is based on three adults sharing one self-catering apartment in Copenhagen; Accommodation will be selected by prize provider at their sole discretion; Prize is non-transferable and non-refundable; No cash alternative is available; All prize elements are subject to availability; The prize cannot be taken from 21st December – 2nd January (Christmas and New Year), over Irish bank holidays or over Easter Sunday; The prize is valid for 12 months from the date of notification of winning, and travel must be booked and completed within that time frame; All elements of the prize must be taken at the same time; Once booked, the prize cannot be altered or amended; All travelers must be aged 18 or over; The Carlsberg

Brewery is currently closed for refurbishment and is expected to reopen later in 2022. If the brewery remains closed over winner's chosen travel dates, the brewery tour will be replaced with an alternative tour/experience of equal value; The prize excludes domestic ground transfers; The prize excludes meals and drinks (except where stated above), excursions, attractions, treatments, car hire, visas and personal expenses and anything not expressly included in the prize.

(i) Draw 1 – One prize to be won in total

The prize to be won is a Copenhagen travel package for three adults, to the value of €2,500

Opens for entries 00:01GMT 1st February 2022 and closes 00:00 GMT 30th April 2022.

6. Winners will be notified by email and contacted via the telephone number submitted upon entry by an affiliate travel agent within 5 days of the close date of the prize draw. If a winner does not respond to the notification within 48 hours, an alternative winner may be selected by the same process as set out above.

7. The prize is non-transferable and there is no cash alternative. The Provider reserves the right to substitute the prize with a prize of equal or greater value. Please allow up to 28 days for delivery of the prize from winner notification and confirmation telephone call. The prize will be delivered by email.

8. The Promoter will use your personal information only in accordance with these terms and conditions and our privacy policy 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 fulfillment of or delivery of the prize, the Promoter shall share your personal information with Verve Marketing Ltd who is responsible for the fulfillment of and delivery of the prize.

9. The winner and accompanying travel companions, who must travel with the winner, must be over [18].

10. The dates of travel for the prize will be between 1st May 2022 and 30th April 2023 and are not flexible, the winner and their companions must be able to travel on the dates agreed with the travel agent. If in the event that for reasons outside the control of the Promoter the trip cannot take place on the proposed date or the proposed location an alternative date and/or location will be designated. The Promoter will have no liability or responsibility if the winner or their companions cannot attend on the revised dates or to the revised location.

11. The winner and their companions are each responsible for ensuring that they each have a valid passport, are eligible for any applicable visa waiver programme or are in possession of a valid visa, as appropriate, and for ensuring that they have all necessary travel and medical insurance (prior to travelling and at all times during the period of travel) and any vaccinations as required.

12. To the maximum extent permitted by law, the Promoter shall not be liable for any loss and/or personal injury suffered by or to the winner and/or any of their companions that occurs as a result of the winner's and/or their companions' participation in the prize. The winner shall be responsible for any damage to the hotel or other venue (including their contents) visited by the winner and any companions throughout the trip caused by their deliberate or negligent act or omission. The taking of the trip is subject to the winner agreeing to the contractual terms of the providers.

13. Subject to paragraph 8 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 FAO Carlsberg Trip to Copenhagen Competition, Verve Marketing Ltd, 11-15 Erne Street Upper, Dublin 2, the winner's 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 8 by writing to consumercare.GBandIreland@diageo.com. However, the Promoter shall provide the information set out in paragraph 8 upon request from such competent authorities (including without limitation the Advertising Standards Authority).

15. The winner may be asked to take part in publicity.

16. 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).

17. Entries that contain any offensive or inappropriate content will be deleted and disqualified at the Promoter's discretion.

18. No correspondence will be entered into concerning the result and the Promoter's decision in all matters relating to the Promotion is final.

19. 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.

20. The Promotion and the Promoter's Facebook, Instagram and Twitter pages are not sponsored, endorsed or administered by, or associated with, Facebook, Instagram or Twitter. By entering into the Promotion, entrants release Facebook, Instagram and Twitter from all and any claims and liabilities which might arise in relation to the Promotion. You understand that you are providing your information to the Promoter and not to Facebook, Instagram or Twitter. The information you provide will only be used for communications associated with this promotion in accordance with paragraph 8 or for further communication if you have specifically opted into receiving this.

21. While 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 legally responsible to entrants or winners for any losses that were not foreseeable to the Promoter or to the entrant at the time of entry to the Promotion or which are caused by a third party.

22. This Promotion and these terms and conditions are governed by the laws of the Republic of Ireland and subject to the non-exclusive jurisdiction of the Irish Courts.

23. Entrants are deemed to have accepted these terms and conditions by participating in this Promotion.

Promoter:

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