

## TERMS AND CONDITIONS FOR ALDI BEER TASTER COMPETITION 2023 (THE “COMPETITION”)

This page tells you the terms on which you may enter the Competition (the “Terms”).

ALDI is running the Competition to select one person to become “ALDI’s Beer Taster”, to taste and feedback on its beer range.

***Please read these Terms and the associated Privacy Policy carefully before you enter the Competition as they will govern your entry to the Competition and, should you be successful, your conduct as an ALDI Beer Taster. By entering the Competition, you confirm your acceptance of these Terms.***

### INFORMATION ABOUT US

1. The Competition’s promoter is ALDI Stores Limited (“**ALDI**”). We are a company registered in England and Wales under company number 02321869. Our registered office is at Holly Lane, Atherstone, Warwickshire, CV9 2SQ. Our VAT number is GB813053468.
2. To contact us, please visit us at <https://customerservice.aldi.co.uk/contact> or call us on 0800 042 0800.

### HOW TO ENTER THE COMPETITION

3. To enter the Competition, you must:
  - a) “Follow” the @ALDIUK Twitter account, and @ALDIUK Instagram account and remain “following” both accounts for the duration of the Competition; and
  - b) Send an e-mail to [Aldibeertaster@clarioncomms.co.uk](mailto:Aldibeertaster@clarioncomms.co.uk) including:
    - i) entrants full name;
    - ii) the name of your Instagram and Twitter handles, and the number of account followers for each. If you have just one of the social media accounts, you may list one;
    - iii) a 150-word explanation of why you think you should be selected to become ALDI’s Beer Taster; and
    - iv) what your favourite Aldi beer is and why.

Please see Paragraphs 28, 29 and 30 below (ALDI Beer Taster Publicity), and the ALDI Customer Privacy Policy <https://www.aldi.co.uk/how-we-use-your-personal-data-special-purposes> for details of how any personal information which you provide in your entry will be used.

### RESTRICTIONS ON ENTRY

4. Entry is open to all residents of the UK aged 18 or over except:
  - a) ALDI’s employees and their immediate families (such as children, spouses, siblings, aunts, uncles and grandparents); or
  - b) employees, officers or agents of any companies associated with the Competition.
5. No more than one entry may be made per person. Anyone found to be creating or using multiple Twitter and Instagram accounts to enter the Competition will be ineligible to become Aldi’s Beer Taster.
6. The Competition commences at 00:01 in London on 24.07.2023 and the closing date for entries is 23:59 in London on 21.08.2022
7. Use of a false name or address, or the provision of any other untruthful, inaccurate or misleading information, will result in disqualification from the Competition.
8. You may only enter the Competition using a Twitter / Instagram account that you control.
9. Any attempt to tamper or interfere with the entry process will result in disqualification from the Competition.
10. Entries made using results generated by a script, macro or the use of automated devices will be void.

11. ALDI may remove entries from the Competition at any time if it believes that such entry has been made in breach of these Terms or is otherwise not in the spirit of the Competition.

### **CHOOSING THE ALDI BEER TASTER**

12. One winner will be chosen to become a ALDI's Beer Taster. ALDI's Beer Taster is appointed to provide feedback on ALDI's beer range. The winner is referred to in these Terms as "ALDI Beer Taster".
13. After the closing date, the ALDI Beer Taster shall be selected by a panel of judges appointed by ALDI (on the basis of their view of the entrants' suitability to act as an ALDI Beer Taster). The panel will be comprised of two representatives from ALDI and an independent freelance consultant. The judges may be advised by ALDI's Public Relations and Marketing agencies but such agencies will not decide the ALDI Beer Taster.
14. The ALDI Beer Taster will be selected within 7 days of the Competition's closing date (as set out in Paragraph 6 above (Restrictions on Entry)).

### **CONTACTING THE ALDI BEER TASTER**

15. ALDI will attempt to contact the chosen ALDI Beer Taster by e-mail within 7 days of the date on which the Competition ends.
16. Appointment to the role as an ALDI Beer Taster is subject to the chosen ALDI Beer Taster:
  - a) providing ALDI with satisfactory proof of their age;
  - b) confirming their full name and the physical address to which the beer to be reviewed should be sent; and
  - c) confirming their availability to take part in the competition
17. ALDI reserves the right to offer the role as an ALDI Beer Taster to a runner-up (selected by the same judges) if a chosen ALDI Beer Taster:
  - a) cannot reasonably be contacted by ALDI within one week of ALDI's first attempt to do so;
  - b) does not provide ALDI with the information and/or confirmations required under Paragraph 17 above; or
  - c) is removed as an ALDI Beer Taster because of a breach of these Terms (including Paragraph 26 and 27 below (ALDI Beer Taster Rules and Procedures)).
18. The role of ALDI Beer Taster is not transferable to another individual and no cash or other alternatives will be offered.

### **ALDI BEER TASTER RULES AND PROCEDURES**

**Please note that, first and foremost, the following rules and procedures are not intended to require ALDI Beer Taster to feedback positive reviews about every beer they sample, ALDI wants the ALDI Beer Taster to reflect the real views of real people.**

19. ALDI Beer Taster will receive 11 bottles and cans of beer delivered to an appropriate address w/c 28<sup>th</sup> August.
20. ALDI Beer Taster must follow all reasonable procedural, legal and regulatory compliance requirements set by ALDI from time to time. This will include requirements:
  - a) imposed to comply with Advertising Standards Authority's guidance relating to the advertisement or promotion of alcohol as approved by Aldi's legal team. This would include ensuring that ALDI Beer Taster tweets and Instagram posts/stories do not (i) promote underage or excessive drinking; and (ii) do not include pictures of alcoholic drinks being consumed by people who appear under 18;
  - b) imposed to disclose the relationship between ALDI and the ALDI Beer Taster. This will require, for example, the ALDI Beer Taster tweets and Instagram posts/stories to make clear that it is a sponsored advert by including the word "Advert" on the post;

- c) imposed to ensure compliance with Twitter's Terms of Service (<https://twitter.com/en/tos>) or the Twitter Rules (<https://help.twitter.com/en/rules-and-policies/twitter-rules>); and Instagram's Terms of Service (<https://help.instagram.com/581066165581870>) and Privacy Policy (<https://help.instagram.com/519522125107875>)
21. The ALDI Beer Taster will be required to post one Twitter or Instagram posts through the account they used to enter the Competition:
- a) after receiving the 13 bottles and cans delivered to an appropriate address w/c 28<sup>th</sup> August, review all the products provided to them by ALDI; and
  - b) be ready to go live from 11<sup>th</sup> September (AM).
22. The ALDI Beer Taster must act in good faith when writing his/her reviews, and must, in particular, ensure that such reviews reflect his/her honestly held opinion.
23. Save for the provision of the beer, ALDI Beer Taster will not receive any form of additional payment from ALDI as a result of or in connection with the ALDI Beer Taster competition or the social media content they make. ALDI will not be required to give any profit share or any royalties from the sale of any ALDI products to any ALDI Beer Taster.
24. ALDI Beer Taster must not:
- a) breach Twitter's Terms of Service (<https://twitter.com/en/tos>) or the Twitter Rules (<https://help.twitter.com/en/rules-and-policies/twitter-rules>), as well as the Instagram's Terms of Service (<https://help.instagram.com/581066165581870>) or Instagram's Privacy Policy (<https://help.instagram.com/519522125107875>);
  - b) give the impression that a social media post emanates or has been approved by ALDI, if this is not the case;
  - c) breach any applicable local, national or international law or regulation;
  - d) act in any way that is fraudulent, or has a fraudulent purpose or effect;
  - e) upload material which is obscene, offensive, sexually explicit, promotes violence or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
  - f) upload material in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence;
  - g) impersonate any person, or to misrepresent their identity or affiliation with any person (including discrediting, removing or falsifying author credits from any material uploaded);
  - h) endorse, or imply ALDI's endorsement of, any political party;
  - i) abuse, defame, harass, embarrass or threaten others;
  - j) knowingly attempt to upload or attach malicious programs or software that may compromise others' operating systems; or
  - k) knowingly upload or post information that is in breach of intellectual property laws;
  - l) post any review content of Aldi's beer products across social media platforms including Facebook, Twitter, Instagram, TikTok, Pinterest and Snapchat before (Monday 11<sup>th</sup> September 07.00am)
25. ALDI reserves the right to:
- a) remove the ALDI Beer Taster if ALDI reasonably considers that that individual's behaviour is in breach of these Terms;
  - b) substitute, or appoint an additional, ALDI Beer Taster with runners-up chosen through the Competition process, or otherwise through later competitions;
  - c) appoint more than one ALDI Beer Taster at any time; and

- d) close the ALDI Beer Taster competition at any time and for any reason.
26. ALDI may contact ALDI Beer Taster to discuss their reviews and gather further feedback on the beers provided.
27. ALDI Beer Taster agree that they will remove any social media posts which are found to be, or which ALDI reasonably believes to be, in breach of these ALDI Beer Taster Rules and Procedures.
28. ALDI Beer Taster may withdraw from the ALDI Beer Taster competition at any time and for any reason.
29. If, while acting as an ALDI Beer Taster, you receive any abusive, harassing, embarrassing, threatening or similar messages, please feel free to contact ALDI to discuss the issue and the options available to you to resolve it. ALDI can be contacted using the details in Paragraph 2 (Information about us).

### **ALDI BEER TASTER PUBLICITY**

30. You agree that if you become an ALDI Beer Taster your details may be used in post-Competition publicity. Details of this use are set out in the ALDI Customer Privacy Policy <https://www.aldi.co.uk/how-we-use-your-personal-data-special-purposes>
31. The name and county of residence of the ALDI Beer Taster may be announced on ALDI's @ALDIUK Twitter, @aldiuk Facebook and @aldiuk Instagram page within 28 days of the end of the Competition.
32. You must be available to take part in a photoshoot between 28<sup>th</sup> August and 6<sup>th</sup> September 2023.

### **OUR LIABILITY TO YOU**

33. If ALDI fails to comply with these Terms it will be responsible for the loss or damage which you suffer which is a foreseeable result of its breach of the Terms or its negligence. However, ALDI will not be responsible for loss or damage which is not foreseeable or which is outside of ALDI's reasonable control.
34. No responsibility or liability will be accepted by ALDI for entries which are not received, received after the closing date or are lost in transmission for any reason. Proof of sending or transmission will not be accepted as proof of entry. Corrupted, damaged, unintelligible, illegible, inaudible or incomplete entries will be invalid.

### **TWITTER**

35. By accepting these Terms you acknowledge that:
- a) the Competition is in no way sponsored, endorsed or administered by, or associated with, Twitter;
- b) Twitter's operators have no liability to you, whether in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising under or in connection with the Competition for any loss of profits, loss of sales or business, loss of agreements or contracts, loss of anticipated savings, loss of or damage to goodwill, loss of use or corruption of software, data or information or any other direct, indirect or consequential loss; and
- c) any use of Twitter's site in relation to the ALDI Beer Taster competition will be subject to Twitter's own Terms of Service (<https://twitter.com/tos>) and Privacy Policy (<https://twitter.com/privacy>).

### **INSTAGRAM**

36. By accepting these Terms you acknowledge that:
- a) the Competition is in no way sponsored, endorsed or administered by, or associated with, Instagram;
- b) Instagram's operators have no liability to you, whether in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising under or in connection with the Competition for any loss of profits, loss of sales or business, loss of agreements or contracts, loss of anticipated savings, loss of or damage to goodwill, loss of use or corruption of software, data or information or any other direct, indirect or consequential loss; and
- c) any use of Instagram's site in relation to the ALDI Beer Taster will be subject to Instagram's own Terms of Service (<https://help.instagram.com/581066165581870>) and Privacy Policy (<https://help.instagram.com/519522125107875>).

## GENERAL

37. **Discretion:** Where these Terms refer to the exercise of any discretion by ALDI or its appointed judges such discretion shall be absolute and no correspondence shall be entered into regarding any associated decisions. ALDI, in particular, reserves the right to refuse or disqualify any entry or remove or replace an ALDI Beer Taster if ALDI believes their appointment to have been a result of a breach of these Terms.
38. **Privacy:** Please see Paragraphs 28, 29, and 30 above (ALDI Beer Taster Publicity) for details of which of the ALDI Beer Taster's details will be made available by ALDI. Any personal data which we collect from you, or that you provide to us, will be processed by us in accordance with the ALDI Customer Privacy Policy (<https://www.aldi.co.uk/how-we-use-your-personal-data-special-purposes>). Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.
39. **Events beyond our control:** Events may occur that render the Competition itself, the selection of an ALDI Beer Taster, or the appointment of ALDI Beer Taster, impractical due to reasons beyond ALDI's control. We may, at our discretion, make such variations or amendments to the Competition as we feel are necessary as a result of such events.
40. **Cancellation of the Competition:** While ALDI will use every effort to ensure the Competition is open until the intended closing date we reserve the right to cancel, terminate, modify or suspend the Competition in whole or in part at anytime. If you have already entered the Competition by that point we will notify you of the change via the e-mail address which you supply to us when you enter the Competition. We will endeavour to give seven days' notice of such a cancellation, termination, modification or suspension. If this is not possible we shall give you as much notice as we reasonably can.
41. **Entire Agreement:** These Terms (together with the documents referred to in them) constitute the entire agreement between you and ALDI in relation to your entry to the Competition and supersede and extinguish all previous agreements in respect of the Competition.
42. **Other promotions:** Any other promotions run by ALDI will be governed by their own separate terms and conditions.
43. **Applicable Law:** These Terms and any dispute or claim arising out of or in connection with them or their subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales. The courts of England and Wales shall have non-exclusive jurisdiction to settle any such dispute or claim.

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1.	<p><b>ALDI Beer Taster:</b> The ALDI Beer Taster competition provides the opportunity for the public to help taste and feedback on beer as part of ALDI’s selection process for its future ranges.</p> <p><b>Types of Data:</b> By applying to become a Beer Taster you agree to provide ALDI with:</p> <ul style="list-style-type: none"> <li>a) your name;</li> <li>b) your Twitter account name and profile, your Instagram account name and profile;</li> <li>c) your e-mail address;</li> <li>d) if you are selected as a potential ALDI Beer Taster, proof of your age; and</li> <li>e) if you are selected as a potential ALDI Beer Taster, your address.</li> </ul> <p><b>Uses of Data:</b> We may use the data you provide in the following ways:</p> <ul style="list-style-type: none"> <li>a) <b>Your name, Twitter and Instagram account name and e-mail address:</b> This will be used to administer the ALDI Beer Taster competition (including notifying you if you become an ALDI Beer Taster, social media content you make as an Aldi Beer Taster or otherwise contacting you in relation to the Competition);</li> <li>b) <b>Your name and county of residence:</b> May be used on ALDI’s Twitter page and ALDI’s Instagram page to publicly promote the results of the Competition if you become an ALDI Beer Taster;</li> <li>c) <b>Your Twitter account name, Instagram account name, profile picture and any content produced as a result of your activity as an ALDI Beer Taster:</b> May be used in our advertising, marketing and promotional activities, including: <ul style="list-style-type: none"> <li>i) publicity announcing the results of the Competition;</li> <li>ii) on the ALDI website;</li> <li>iii) in-store features and leaflets;</li> <li>iv) social media channels including Twitter, Instagram, Facebook and Pinterest; and</li> <li>v) TV, radio, print, internet or other media;</li> </ul> </li> <li>d) <b>Proof of your age:</b> This will be solely used to verify that you are old enough to be an ALDI Beer Taster</li> <li>e) <b>Your e-mail address:</b> If you consent to it, to contact you in relation to our newsletters and marketing; and</li> <li>f) <b>Your address:</b> To deliver the beer and any associated documents to you.</li> </ul> <p><b>Basis for Processing:</b> Variously, your consent to be an ALDI Beer Taster, your consent to receiving marketing communications and our legitimate interests (to learn more about what our customers feel about our products and administer the Beer Taster competition).</p> <p><b>Third-Parties Involved:</b> Our main partner in the ALDI Beer Taster competition is Clarion Communications (P.R.) Limited (“Clarion”), a public relations company helping ALDI to run the Competition. Clarion are registered in England and Wales with company number 2517824 and their registered office is at Rose Court, 2 Southwark Bridge Road, London SE1 9HS.</p> <p>We may also disclose your data to selected third-party service providers involved with:</p> <ul style="list-style-type: none"> <li>a) TV, radio, print and other media production; and</li> <li>b) making deliveries of products.</li> </ul>