

HelloFresh Prize Promotion Terms

These terms and conditions (the “**Promo Terms**”) apply to the name of promotion (the “**Promotion**”). By entering, all participants agree to be bound by the Promo Terms and the HelloFresh general terms for competitions at <https://www.hellofresh.co.uk/about/termsandconditions> (the “**HelloFresh Terms**”).

- 1) **Promoter:** The promoter is Grocery Delivery E-Services UK Limited, registered in England and Wales under company number 09335716 with registered office at 60 Worship Street, London, EC2A 2EZ (“**HelloFresh**” or the “**Promoter**”).
- 2) **The Prize:** Each winner will receive HelloFresh branded merchandise or a HelloFresh voucher code for a HelloFresh subscription (the “**Prize**”). The total value of the Prize will not exceed £100. The choice of Prize is at the Promoter's absolute discretion. The odds of winning depend on the total number of valid entries. The odds of winning this Prize will depend on the total number of entries.
- 3) **Prize Conditions:** The Prize is non-transferable, non-refundable and HelloFresh reserves the right to substitute a prize of equal or greater value if necessary due to circumstances beyond its control. Where the Prize is provided by a third party, the Promoter accepts no responsibility for inaccuracy of any prize description, and the third party is responsible for prize fulfilment.
- 4) **Promotion Period:** The Promotion is open until 23:59 on 31 October 2026 (the “**Promotion Period**”).
- 5) **Eligibility:** This Promotion is open to residents of the UK, Jersey and Guernsey (excluding Scottish Highlands & Islands) who are 18 years or over at the time of entry. Entries via third parties or automated means are not accepted. Employees of the Promoter, its affiliates or partners, and their immediate families or anyone professionally connected with the Promotion may not enter. A limit of one entry per person applies to this Promotion.
- 6) **How to enter:** To enter the Promotion, participants must during the Promotion Period:
 - a) Publish an Instagram story stating: (i) that you are signing up to the HelloFresh Dinner Decree; and (ii) what you are pledging to change about dinnertime in your household; and
 - b) Tag @HelloFreshUK and #TheDinnerDecree in the Instagram post.
- 7) **Winner Selection and Notification:** Eligible entries will be entered into a random draw conducted using a computer process within 14 days after the Promotion Period. Winners will be contacted within 14 days of selection via the email address linked to their HelloFresh account (or the method used to enter). If a winner does not respond and accept the Prize within 7 working days, HelloFresh reserves the right to select an alternative winner.
- 8) **Prize Delivery.** Each Prize will be delivered or made available to the winner within 30 days of acceptance, unless otherwise specified in the Prize description. Delivery will be to the UK, Jersey or Guernsey address. HelloFresh will not be liable for any failure to deliver the Prize where the winner has provided inaccurate or incomplete delivery information or where the winner fails to take delivery.
- 9) **Publicity:** Winners may be asked to take part in reasonable publicity without further payment and HelloFresh reserves the right to publish or disclose the winner’s name, image and county for promotional or regulatory reasons. Entrants may object to the publication of their name and county by contacting dataprotection@hellofresh.co.uk. However, HelloFresh may still be required to disclose certain winner details to regulators, such as the ASA, on request.
- 10) **Verification:** The Promoter may verify the eligibility of entrants. The Promoter may require such information as it considers reasonably necessary for this purpose and a prize may be withheld unless and until the Promoter is satisfied with the verification.
- 11) **Disqualification:** Entries must not contain offensive, defamatory, explicit, harmful or unlawful content or content that damages the HelloFresh brand. You must not use bots, automated scripts or fake accounts to enter. You must not tamper with or manipulate the entry process or the

operation of the Promotion. HelloFresh reserves the right to reject any entry and disqualify any entrant who acts fraudulently, acts in bad faith, breaches these standards or otherwise breaches these Promo Terms.

- 12) **Variation:** HelloFresh may cancel, amend, withdraw, terminate or temporarily suspend the Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any entrants or third parties but will use all reasonable endeavours to avoid consumer disappointment.
- 13) **No Endorsement:** This Promotion is in no way sponsored, endorsed, administered by or associated with any social network or any other third party save as expressly stated otherwise.
- 14) **Data protection:** Personal data will be processed in accordance with the HelloFresh Privacy Notice (<https://www.hellofresh.co.uk/about/privacy>) for the purposes of administering the Promotion, product and service improvement, marketing, and, where applicable, coordinating prize fulfilment with any third-party suppliers.
- 15) **Limitation of Liability.** Insofar as permitted by law, the Promoter will not be responsible for any loss, damage or injury sustained as a result of participating in the Promotion, or accepting and using the Prize.
- 16) **Governing Law and Jurisdiction:** These Promo Terms are governed by the law of England and Wales and subject to the exclusive jurisdiction of the English courts.
- 17) **Contact:** For any questions about this Promotion, please contact customer services via the HelloFresh website or mobile application.