

Terms and Conditions – DeLaval Prize Draw at The Great Yorkshire Show

1. Introduction

By submitting your contact details (email address, phone number, and/or postal address), you are agreeing to these terms and conditions. This will enter you into a prize draw for the chance to win a DeLaval cow brush ("Prize Draw"). By entering, you also agree that your details may be used by DeLaval and its authorised dealers for marketing and sales follow-up purposes (see Section 7).

2. Eligibility and How to Enter

- a. Entrants must be at least 18 years old at the time of entry.
- b. Entries can only be submitted in person to a DeLaval representative at the Great Yorkshire Show.
- c. Entry is open to residents of Great Britain only.
- d. Entrants must be actively involved in dairy farming.
- e. A valid email address must be provided.
- f. Employees of DeLaval and their immediate families are not eligible to enter.
- g. Only one entry per person is permitted.
- h. No purchase is necessary to enter or win.

3. Prize

- a. The prize is as described in promotional materials at the event (DeLaval cow brush).
- b. No cash alternative is available and the prize is non-transferable.
- c. The winner will be drawn at random from all valid entries.

4. Entry Period

Entries will be accepted during the Great Yorkshire Show from **Tuesday 8th July to Friday 11th July 2025**. Entries outside of this time will not be considered.

5. Winner Selection

- a. The winner will be selected at random from all eligible entries and notified by email or phone within 10 days of the closing date.
- b. If the winner does not respond within 7 days of notification, DeLaval reserves the right to select an alternative winner.

6. Publicity

By entering the Prize Draw, you agree that DeLaval may use your name, farm name, and photographs of the prize installation for marketing purposes, including social media and printed materials.

7. Data Use

By entering, you consent to your personal data being collected and used by DeLaval and its authorised dealers for the purposes of:

- Administering the prize draw
- Contacting you regarding DeLaval products, services, and promotional activities

Your data will not be sold or shared outside the DeLaval group and its dealers. You can opt out of marketing communications at any time by following unsubscribe instructions or contacting DeLaval directly.

8. General Terms and Conditions

- a. DeLaval reserves the right to cancel or amend the Prize Draw and these terms without notice in the event of unforeseen circumstances (e.g., civil unrest, legal changes).
- b. All decisions made by DeLaval in relation to the Prize Draw are final and binding.

9. Liability

DeLaval accepts no responsibility for any loss, damage, or injury incurred as a result of accepting or using the prize