

## Terms and Conditions for Cuddlers Happy Baby Competition

1. The “Promoter” is Cuddlers®, a brand of National Pride, a division of Lodestone Brands (Pty) Ltd.
2. The competition is open to residents of South Africa aged 18 years or over, except employees of the Promoter, their close relatives, and anyone otherwise connected with the Promoter, their advertising and promotional agencies, or judging of the competition.
3. There is no entry fee and no purchase necessary for entry into this competition.
4. By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions.
5. The Competition is run in association with Baba & Kleuter and Your Baby magazines.
6. Competition entry period runs from 21 Jan 2019 to 30 June 2019. After this date, no further entries to the competition will be permitted.
7. In order to qualify as a valid entrant, you need to:
  - Visit the Competitions page at [www.cuddlers.co.za](http://www.cuddlers.co.za)
  - Complete all the required fields in full
  - Upload a photograph of your happy baby (the Promoter reserves the right to disqualify photographic entries that are not of appropriate quality). NOTE: For the purpose of this competition a baby will be defined as a child of diaper-wearing age.
8. Incomplete entries will be disqualified.
9. Only 1 (one) entry per baby.
10. The Promoter accepts no responsibility for entries not received for whatever reason.
11. The Promoter reserves the right to cancel or amend the competition and these terms and conditions without prior notice. Any changes to the competition will be notified to entrants as soon as possible by the Promoter.
12. The competition will be run as follows:
  - 1<sup>st</sup> call for entries (Feb/ March issue of Baba & Kleuter, March/ April issue of Your Baby)
  - Last call for entries (April/May issue of Baba & Kleuter, May/ June issue of Your Baby)
  - Semi-finalists and finalists for each publication will be chosen throughout the duration of the competition, and featured in the participating publications as follows:
  - 1<sup>st</sup> 7 semi-finalists and 1<sup>st</sup> finalist per magazine title (April/May issue of Baba & Kleuter, May/ June issue of Your Baby)
  - 2<sup>nd</sup> 7 semi-finalists and 2<sup>nd</sup> finalist per magazine title (June/July issue of Baba & Kleuter, July/ August issue of Your Baby)
  - 3<sup>rd</sup> 7 semi-finalists and 3<sup>rd</sup> finalist per magazine title (August/September issue of Baba & Kleuter, September /October issue of Your Baby)
  - From the pool of 6 finalists across both publications, an overall winner will be selected and featured in the October / November issue of Baba & Kleuter and the November / December issue of Your Baby.
13. The prizes offered are as follows:

- Each of the 6 (six) finalists selected will each win a month's supply of Cuddlers diapers, this equates to 5 (five) packs of nappies based on an average pack size of 50 nappies. Once contacted, the individual finalist and the Promoter will agree on the nappy sizes needed. Nappies will be delivered to the winner as a once-off shipment, to an address (in South Africa) of the winner's choosing.
- The overall winner selected will win a professional baby photoshoot valued at R7 500 (the choice of photographer and venue to be determined by Cuddlers and the prize winner based on the region and location of the winner).

14. The prizes are not transferrable or redeemable as cash.

15. The semi-finalists, finalists and overall winner will be selected by a panel comprising representatives of, the Promoter, their advertising/promotional agency and participating publications.

16. Semi-finalists, finalists and overall winner will be notified by phone within 7 days of their being selected by the panel. If the winner cannot be contacted or do not claim the prize within 3 days of notification, we reserve the right to withdraw the prize from the winner and pick a replacement winner.

17. The promoter's decision in respect of all matters to do with the competition will be final and no correspondence will be entered into.

18. The competition and these terms and conditions will be governed by South African law, and any disputes will be subject to the exclusive jurisdiction of the courts of South Africa.

19. The semi-finalists, finalists and overall winner agree to the use of his/her name and image in any publicity material, as well as their entry. Any personal data relating to the winner or any other entrants will be used solely in accordance with current POPI ACT, and will not be disclosed to a third party without the entrant's prior consent.