



Prize Draw Terms & Conditions

Win a £500 Samsung voucher to spend on Mobile Phones Direct

Any information or instructions published by the Promoter about the Prize Draw on the participating websites form part of these Terms and Conditions.

The Promoter

1. This prize competition is being promoted by www.mobilephonesdirect.co.uk, www.affordablemobiles.co.uk and www.buymobiles.net – websites owned and operated by the AO Group of companies registered at 5A Parklands, Lostock, Bolton BL6 4SD (the Promoter/ AO/ Us/ Our/ We).

Promotion Period

2. The Prize Draw is open from 00.01 (GMT) on Monday 16th December 2024 until 23.59 (GMT) on Tuesday 21st January 2025 (the Promotion Period).

Prize

3. The Prize is a £500 voucher to spend on a Samsung device at Mobile Phones Direct (mobilephonesdirect.co.uk). The Prize is non-transferable and may not be substituted by the winner. Further Prize details are at paragraphs 8-9 below.

4. The prize can be redeemed against the upfront cost of a pay monthly new or upgrade contract. Eligible handsets must be from the Samsung manufacturer and available for sale during the redemption period.

Entry & Eligibility

5. Only individuals who have completed the register your interest form on the competition entry page are eligible to participate in the Prize draw.

6. Eligible participants are automatically entered into the Prize Draw by fully completing all required fields on the competition entry form during the Promotion Period.

7. Further to paragraph 5, to be eligible for the Prize you must also be a UK (excluding Northern Ireland) resident aged 18 or over (not a business or corporate entity). Employees or agents of the Promoter or any of its group companies or their families or households or anyone professionally connected will not be eligible for the Prize.

Winner Selection & Prize Fulfilment

8. Ten winners will be randomly selected from all eligible entries in Promotion Period. The winners will be notified by a member of the AO team by email or telephone to let them know they have won (within 5 days of the end of the Promotion Period). The winner will have 14 days to accept the Prize by replying to the communication from AO.

9. In accepting the Prize, a winner will be deemed to have accepted and be bound by these Terms & Conditions. In the event that a winner fails to provide necessary details, is unreachable, is ineligible, fails to accept the Prize within the period specified at paragraph 7 above, or fails to comply with reasonable requests of AO for fulfilment purposes, the winner shall forfeit the Prize and it shall be awarded to a substitute winner, which shall be the next entry selected at random.

10. **Prize Voucher details:** The Prize is a £500 voucher to be redeemed on the websites listed at **paragraph 1** for purchases described at **paragraph 4**. Each winner will be provided with a unique voucher/code electronically via the email address provided at register-your-interest stage. The winner must follow the instructions in the email to redeem the prize voucher. **Important:** The voucher is single-use and can be redeemed on a basket totalling £501 or more. In the event the purchase is subsequently returned/cancelled by the winner, no replacement voucher will be issued however a refund will be issued for any additional spend by the winner over and above the value of the voucher. If the voucher is unused by its expiry date the prize will lapse. No cash equivalent is available for all or part of the £500 voucher.

Privacy and Data Protection



11. The Promoter, AO, will only use any personal information obtained as part of this Prize Draw in accordance with our privacy policy which is available at <https://www.mobilephonesdirect.co.uk/information/privacy> and sets out your associated data rights.

12. The winner(s) agree(s) to the use of their first name and town/location as part of AO marketing and promotional activities and will co-operate with other reasonable requests by AO.

13. The winner's name and address will be retained on the Promoter's winner's log. Details of the winner will be made available on request.

General Conditions

14. Except in the case of death or personal injury arising from its negligence or in respect of fraud and so far as is permitted by law, the Promoter and its associated companies exclude responsibility and all liabilities: arising out of any postponement, cancellation, delay or changes to the Prize Draw which are beyond the Promoter's control; for any act or default of any third party supplier; and/or for any claims, costs, injuries, loss or damage of any kind arising out of or in connection with the Prize Draw or with acceptance, possession or use of any Prize or element of the Prize.

15. The Promoter shall not be liable for any interruption to this Prize Draw whether due to force majeure or other factors beyond the Promoter's control.

16. The Promoter shall have the right, where necessary, to undertake all such action as is reasonable to protect itself against fraudulent or invalid claims including, without limitation, to require further verification as to the identity, age, and other relevant details of a participant. The Promoter may refuse or disqualify any entry (including winning entry) if the participant (or anyone authorised by them to deal with their entry) acts in a way towards the Promoter which the Promoter reasonably considers to be inappropriate, unlawful or offensive. If the winning entry is disqualified the Prize will be awarded to a substitute winner.

17. The Promoter reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary the Terms and Conditions of this Prize Draw.

18. The Promoter will not be responsible or liable for: (a) any failure to receive Entries due to transmission failures and other conditions beyond its reasonable control; (b) any late, lost, misrouted, or damaged transmissions or Entries; (c) any computer or communications related malfunctions or failures; (d) any disruptions, losses or damages caused by events beyond the control of the Promoter; or (e) any printing or typographical errors in any materials associated with the Prize Draw.

19. This Prize Draw is governed by English law and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.