

HASHTING CASHBACK CAMPAIGN USER TERMS & CONDITIONS – STRONGBOW STRAWBERRY 2025

Promoter: Heineken UK Limited, 6 St Andrew Square, Edinburgh, EH2 2BD

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry instructions are deemed to form part of the terms and conditions and by entering this promotion all participants will be deemed to have accepted and be bound by the terms and conditions. Please retain a copy for your information.

The personal data provided by entrants will only be used by the Promoter for the purpose of conducting the promotion and at all times in accordance with the Data Protection Act 2018 and the Promoter's Privacy Policy (available at www.heineken.co.uk/legal-hub/heineken-brands-privacy-policy). The Promoter has appointed Hashting UK Limited (company no. 12242883, with registered office address Wisteria Grange Barn, Pikes End, Pinner, Middlesex, United Kingdom, HA5 2EX) ("Hashting") to facilitate the promotion. All processing of participant personal data by Hashting will be in accordance with the Promoter's Privacy Policy hyperlinked above.

A. PARTICIPATION AND HOW TO TAKE PART

1. Only open to residents in the UK aged 18 or over, excluding employees of any company in the Heineken group and any person whom, in the Promoter's reasonable opinion, should be excluded due to their involvement or connection with this promotion. Only one entry per person. Mobile phone access is required, and standard network rates apply.
2. This promotion begins at 00:01 on 01 November 2025 and 23:59 and the earlier of 31 December 2025 or the time and date on which 7,500 cashback redemptions have been received, whichever is earlier (the "**Promotion Period**"). Participants will be immediately notified if the Promotion Period has ended when they click the promotional link.
3. Participants can claim cashback on one 4 x 440ml pack of Strongbow Strawberry, up to a maximum of £6.00, upon proof of purchase, from any participating store in England (subject to availability). Service is at the discretion of the checkout staff. Participants must retain their itemised receipt as proof of purchase. No more than one (1) cashback request to be made per person. To claim cashback, participants must:
 - I. Follow the link provided in the Promoter's social media posts published on the Strongbow Meta platforms, or in the Promoter's marketing emails to be taken to Hashting's landing page;
 - II. Once there, participants will be asked whether they wish for cashback to be sent to them via WhatsApp or SMS.
 - III. Participants will then receive a link via their chosen communication method. Using the link contained in the automated SMS/Whatsapp message (which will be accessible until seven (7) calendar days after it is received), participants must provide:
 - their first and last name;
 - their email address;
 - the amount they paid for the product;
 - where they purchased the product;
 - a photo/upload of their receipt as evidence of the amount paid, showing purchase of one (1) 4 x 440ml pack of Strongbow Strawberry (the price shown on the receipt shall be paid in cashback up to the maximum amount of £6.00 as set out above); and
 - confirmation as to whether they wish to receive their refund via PayPal or by BACS. If the former, participants will be asked to provide their PayPal email address; if the latter, participants will be asked to provide their sort code and account number.
4. Upon submitting the required information, participants will be directed to a webpage notifying them that their request has been received and is under review by Hashting. Hashting verifies all requests to ensure their compliance with these terms and conditions.
5. Having reviewed the participant's request, Hashting will contact the participant using the email address provided to confirm that:
 - their cashback claim has been accepted and approved, along with the specific amount due to be refunded; or
 - their cashback claim has been rejected, and the reason(s) why; or
 - more information is required by Hashting to review the claim properly (for example, the photo of the receipt is unclear and therefore a new one must be uploaded).

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6. Hashting will process and issue approved refunds to successful participants within thirty (30) calendar days of the participant submitting their request for cashback. For the avoidance of doubt, refunds cannot be exchanged for other goods or services and can only be received by the original purchaser of the product.

B. PRODUCT REVIEW PROMOTION

1. Upon submitting a successful cashback claim, in accordance with these terms and conditions, participants will receive an automated SMS/WhatsApp message with instructions on how to be entered into a prize draw to win £200 in cash by leaving an honest review of Strongbow Strawberry. There is one (1) prize to be won. This message will contain two links:
 - One to the product review page on the website for the retailer from which the product was originally purchased (if the retailer's website does not have review capacity, participants will be sent a link to a different retailer's website)
 - One to a form where they should report the title of their review
2. Participants can leave just one review and be entered into the prize draw once. The review must be posted between 01 November 2025 and 31 December 2025. The product review promotion will be facilitated by the Promoter's third-party service provider, Hashting.
3. After leaving a review, participants must then click on the second link in the automated message to be redirected to a form, where they should add the title of their review, by the end of the Promotion Period. Upon submitting their form, participants will see a confirmation page to confirm that they have been entered into the prize draw.
4. The prize draw will take place fourteen (14) calendar days after the Promotion Period has ended and the winner will be selected at random from all valid entries by Hashting via a random number generator. The winner will be notified by Hashting by email within five (5) working days of the draw. The prize is non-transferable. If the winner does not acknowledge receipt within five (5) working days, the winner will be redrawn.
5. The winner's first name and county will be made available by Hashting on request by emailing uk@hashting.support between 10 January 2026 and 10 April 2026. By entering, the winner consents to such information being disclosed.
6. The Promoter has the absolute discretion to refuse to include a participant in the prize draw where their review:
 - promotes excessive, irresponsible, or underage consumption of alcohol;
 - uses offensive, obscene, pornographic, abusive, false, misrepresenting, defamatory or malicious content;
 - includes or refers to other brands;
 - includes content to which someone else owns the copyright, without the requisite authorisations;
 - includes advertisements or solicitations of business; or
 - breaches these terms and conditions.
7. Participants may need to create or sign into an account to leave a review.

C. FOLLOW-UP OFFER

1. Seven (7) days after approval of a successful cashback claim in accordance with these terms and conditions, participants will receive an automated SMS message with instructions on how to claim a follow-up offer of £2.00 cashback on one (1) 4 x 440ml pack of Strongbow Strawberry. This SMS message will contain a link to a form, using the link (which will be accessible until fourteen (14) calendar days after it is received), participants must provide:
 - their first and last name;
 - their email address;
 - the amount they paid for the product;
 - where they purchased the product;
 - a photo/upload of their receipt as evidence of the amount paid, showing purchase of one (1) 4 x 440ml pack of Strongbow Strawberry; and
 - confirmation as to whether they wish to receive their refund via PayPal or by BACS. If the former, participants will be asked to provide their PayPal email address; if the latter, participants will be asked to provide their sort code and account number.

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2. Upon submitting the required information, participants will be directed to a webpage notifying them that their request has been received and is under review by Hashting. Hashting verifies all requests to ensure their compliance with these terms and conditions.
3. Having reviewed the participant's request, Hashting will contact the participant using the email address provided to confirm that:
 - their cashback claim has been accepted and approved, along with the specific amount due to be refunded; or
 - their cashback claim has been rejected, and the reason(s) why; or
 - more information is required by Hashting to review the claim properly (for example, the photo of the receipt is unclear and therefore a new one must be uploaded).
4. Hashting will process and issue approved refunds to successful participants within thirty (30) calendar days of the participant submitting their request for cashback. For the avoidance of doubt, refunds cannot be exchanged for other goods or services and can only be received by the original purchaser of the product.
5. There is a maximum of 1,875 follow up cashbacks available to be redeemed. Participants will be immediately notified if the Promotion Period has ended when they click the promotional link.

D. GENERAL

1. Requests for cashback and entry into prize draws must be made personally. Requests/entries made through agents/third parties, bulk requests or automated requests are invalid. No multiple requests/entries from a single IP address will be valid. Amended, defaced or photocopied requests/reviews and accompanying photo evidence will be invalid. The Promoter accepts no responsibility for lost, damaged, incomplete, illegible or delayed requests/entries or accompanying evidence, and such requests/reviews will be void. Proof of sending is not proof of receipt and Promoter does not accept any responsibility for the non-receipt or the late receipt of WhatsApp/SMS messages or the request/entry itself due to network failure or for any associated costs to participants. No requests/entries submitted via any other means will be accepted. The Promoter cannot guarantee uninterrupted or secure access to the web entry route. Any mechanical reproduction or automated requests are prohibited, and any use of such automated devices will cause disqualification.
2. The Promoter reserves the right to:
 - verify all cashback requests, prize draw entries, and the winner themselves;
 - refuse cashback or award of a prize;
 - withdraw the prize entitlement and/or refuse further participation; or
 - disqualify the participant,where there are reasonable grounds to believe there has been a breach of these terms and conditions or any instructions forming part of entry requirements or otherwise where a participant has gained unfair advantage in participating in the promotion or applied for cashback using fraudulent means.
3. Winners' details will be available from 10/01/2026-10/04/2026. By entering, winners consent to such information being disclosed upon request.
4. There is no cash or other alternative to the prizes in whole or in part. Prizes are not transferrable. The Promoter reserves the right to reclaim the prize if it is transferred.
5. The Promoter is not responsible for any third-party acts or omissions.
6. The Promoter reserves the right to cancel or amend this promotion due to events or circumstances arising beyond its control.
7. The promotion is in no way sponsored, endorsed or administered by, or associated with Meta and Meta is not responsible to entrants in respect of any aspect of this promotion.
8. The decision of the Promoter in all matters is final and binding and no correspondence will be entered into.
9. All taxes (including without limitation national & local taxes) in connection with any prize & the reporting consequence thereof, are the sole responsibility of the prize winner.
10. Links to this promotion from third party sites are permitted only upon approval from Hashting on behalf of the Promoter. Please contact us at uk@hashting.support to seek such approval.
11. These rules and any dispute or difference arising out of or in connection with them shall be governed by and construed in accordance with English law. The Promoter and each entrant irrevocably agrees to submit to the exclusive jurisdiction of the Courts of England over any claim or matter arising under or in connection with these rules or the legal relationships established by this agreement.

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