

## **RUM STRIPE CARNIVAL EXPERIENCE - TERMS & CONDITIONS**

### **1. ENTRY:**

To participate, individuals must enter their name and email address on the designated mobile site.

Access the competition through the provided link on Rum Stripe IG (@rumstripe) online banners or visit <https://www.redstripebeer.com/rumstripecarnival>).

- I. Confirm age by entering the date of birth.
- II. Select "Enter."
- III. Fill in personal details (name and email).
- IV. Check the box to accept the terms & conditions.
- V. Submit the entry.

### **2. ELIGIBILITY:**

Participants must be 18 years or older to enter and redeem prizes.

Desnoes and Geddes Limited employees, affiliated agencies, and their immediate family members (spouses and children) are not eligible to enter.

### **3. RANDOM SELECTION:**

Winners will be selected randomly using a built-in random selector

All entrants' data will be verified, and each entrant will receive a certificate of validity.

The platform will generate a certificate to ensure the authenticity of the random selection draw

Selections will occur at various periods throughout the campaign.

### **4. NOTIFICATION:**

Winners will be contacted within 24 hours of their selection.

### **5. PRIZE REDEMPTION:**

All prizes will be redeemed digitally.

Winners must accept and agree to the full terms, conditions, and rules of the promotion by entering.

Winners may be required to make themselves available for photographs and other public relations-related appearances.

Failure to appear for public relations activities may result in the winner forfeiting the prize.

### **6. RIGHTS GRANTED:**

By participating in the Promotion, participants expressly consent to the collection, processing, and use of their personal information by Desnoes and Geddes Limited for the purpose of the Promotion and in accordance with the Data Protection Act. Also the participants agrees to abide by these terms and conditions in their entirety

Participants acknowledge and agree that Desnoes and Geddes Limited may use their personal information to direct marketing and promote its products in conformity with the Data Protection Act.

Personal information collected from participants will be used for the purpose of administering the promotion and may be shared with third parties assisting with the promotion. All data shall be handled in accordance with Heineken personal data policies which can be viewed at <https://www.theheinekencompany.com/>

Participants have the right to opt-out of receiving marketing communications from Desnoes and Geddes Limited at any time by following the instructions provided in the marketing communications or by contacting Desnoes and Geddes Limited directly.

#### **7. DATA SECURITY:**

Desnoes and Geddes Limited will take reasonable measures to ensure the security and confidentiality of participants' personal information. However, participants acknowledge that no data transmission over the internet is entirely secure, and Desnoes and Geddes Limited cannot guarantee the absolute security of any information transmitted.

#### **8. DATA RETENTION:**

Personal information collected during the Promotion will be retained for up to 3 months necessary to fulfill the purposes outlined in these terms and conditions or as required by applicable laws and regulations.

#### **9. PARTICIPANT'S RIGHTS:**

Participants have the right to request access to, rectification, or deletion of their personal information held by Desnoes and Geddes Limited. Requests can be made by contacting Desnoes and Geddes Limited's at 876-923-9291 - (Flow) 876-618-9291 - (Digicel).

By participating in the Promotion, participants expressly agree to the data protection and marketing provisions outlined in clauses 6 to 9.

#### **10. GENERAL TERMS;**

By entering the competition, participants agree to abide by these terms and conditions. Full rules and regulations are available on the official competition site.

Rum Stripe is the title sponsor for the GenXS band in Jamaica Carnival, facilitating consumer access through ticket giveaways.

#### **11. GOVERNING LAW:**

Any dispute arising out of or in connection with the data protection and marketing provisions of these terms and conditions shall be subject to the laws of Jamaica.

#### **12. DISCLAIMER:**

Desnoes and Geddes Limited and associated entities are not responsible for any technical issues that may arise during the entry process.

The competition is subject to all applicable laws and regulations.

These terms and conditions are effective from March 1, 2024, to April 12, 2024. Desnoes and Geddes Limited reserves the right to modify or terminate the competition at any time, as deemed necessary.

By participating in the **RUM STRIPE CARNIVAL EXPERIENCE COMPETITION** , participants agree to abide by these terms and conditions and the decisions of the Desnoes and Geddes Limited.