

TERMS & CONDITIONS

30-day access for Yeo Valley customers to Yeo Taste the Adventure portal.

These terms and conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Redemption 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. The Promoter reserves the right to refuse any claim, or cancel the membership of anyone in breach of these terms and conditions. Please retain a copy for your information.

Promoter: Yeo Valley Organic Limited, Yeo Valley HQ, Rhodyate, Blagdon, Bristol, BS40 7YE

Supplier: Digital Rewards Group Limited, t/a Kids Pass, Charter House, Woodlands Road, Altrincham, WA14 1HF

Eligibility

1. The promotion is open to residents of the UK (England, Scotland, Wales and Northern Ireland), excluding the Channel Islands and the Isle of Man, aged 18 or over.
2. You must have a Yeo Valley Organic 'Yeokens' account to redeem the reward and at least thirty Yeokens. No purchase is necessary during the Promotional Period, but Yeokens will be required to participate, which require a purchase to obtain. Visit [our Yeokens page](#) and click 'T&Cs' for full details. Internet access and a valid email address are required.
3. There is a maximum limit of six claims per person throughout the Promotional period.

Promotional Period

4. Claim and redeem a Reward between 13:00 BST on the 01/04/2025 and 09:59 GMT on the 30/09/2025 (inclusive) ("Promotional Period"). All claims and redemptions made outside of this period will be rejected.

Redemption Period

5. Use your access code for 30 days from the date when you first clicked on your unique link. At the latest, access to the site will end at 09:59 GMT on 31/10/2025.

How to claim

6. In order to claim access to the portal during the Promotional Period, you must:

- a. Log into your Yeokens account or create one for free at www.yeovalley.co.uk/yeokens/sign-in.
 - b. If you have fewer than 30 Yeokens saved, purchase any Yeokens qualifying pack of Yeo Valley Organic and redeem your Yeokens using the Yeokens code printed on pack by logging in online or by creating a Yeokens account.
 - c. Select 'Taste the Adventure' as your reward, click claim and confirm you agree to the deduction of 30 Yeokens.
7. **Reward claiming and acceptance:** Upon confirming the 'Taste the Adventure' reward choice, you will be sent an email with a unique link valid for 1 hour. Within an hour, click on your unique link to be directed to yeo.kidspass.co.uk which will provide you with access to the portal for 30 days. If you wait longer than an hour and the unique link is not valid, complete the steps in clauses 6a – c to receive a new code. Any claims received that do not meet these requirements or are received after the Promotional Period will be void and invalid. If a claimant does not follow these requirements, the Promoter reserves the right to not reissue the Reward or limit its value at its sole discretion.
8. Customers will be able to use their 30 day access code as per the dates stated in the Redemption Period.
9. Customers who do not give complete and accurate details when making their claim, or those who make or attempt to make a claim in someone else's name will be disqualified, at the Promoter's discretion.
10. Incomplete, inaccurate or late claims will not be accepted. The Promoter takes no responsibility for claims not successfully made on time or at all due to a technical fault of any kind or due to any reason beyond its control. Proof of sending will not be accepted as proof of delivery. The Promoter does not guarantee continuous or secure access to www.yeovalley.co.uk/yeokens/sign-in, yeo.kidspass.co.uk or any other relevant webpage in the claim process.
11. The Promoter reserves the right to verify all claims by requesting further information from the customer (which they must provide within 28 days of such request) including but not limited to asking for proof of purchase, address, contact telephone number and identity details. Claim or a Reward may be withheld until verification is completed. The Promoter reserves the right to refuse to accept any claim or withdraw membership entitlement where there are reasonable grounds to believe there has been a breach of these terms and conditions or any instructions forming part of this promotion's entry requirements.
12. The Promoter reserves the right at any point to:
 - a. Disqualify claims made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
 - b. Disqualify bulk claims from individuals, trade, consumer groups or third parties, incomplete claims and claims submitted by macros or other automated means.
 - c. Disqualify claims beyond the maximum allowed, or those using techniques such as 'script', 'brute force', masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
 - d. Disqualify claimants who tamper with the entry process.
 - e. Disqualify claimants which, in some other way, do not meet the requirements of these Terms & Conditions.

30-day access to Yeo Taste the Adventure Portal

13. The Rewards: Each valid claimant will receive 1 x unique access link to redeem 30 days access to the Yeo Taste the Adventure Portal.

14. Further Reward details and conditions:

- a. The 30-day access is valid for 30-days from the date on which you make your claim (provided that you must submit your claim and complete the registration process in accordance with Clause 6).
- b. You and anyone accompanying you to any of the attractions visited using your 30-day access will be solely responsible for any costs or expenses which may be incurred when you claim your 30-day access or visit any of the attractions.
- c. Always check opening dates and times before booking your intended visit on the relevant attraction website.
- d. Certain attractions or features shown on the promotional materials are not necessarily available.
- e. Please note that some attractions operate a chargeable car parking policy and are not included in any offer, unless stated otherwise.
- f. Size, height, weight, age and other restrictions and medical warnings apply at certain attractions. It is your responsibility to check whether any such restrictions or warnings apply.
- g. All attraction information is subject to change; please check the relevant attraction website(s) before your visit for the latest information.
- h. Entry into any participating attraction will be subject to the individual attraction's terms and conditions of entry from time to time.
- i. Claimants and their guest(s) must abide by any relevant terms and conditions of the relevant attraction. Whilst at the venue, you must not: be drunk, intoxicated, under the influence of illegal drugs, underage, be abusive, threatening, make or incite racial abuse, chant, use offensive language, make obscene gestures, throw items, behave anti-socially, carry laser pens, bring animals (except guide dogs), carry offensive weapons or illegal substances, carry candles, climb any structure, make excessive noise, offer any item for sale, damage the venue or smoke. Failure to comply with these Terms and Conditions may result in refused entry, or the ticket holders being required to leave the venue or event.
- j. Claimants are responsible for the behaviour of themselves and guest(s) at the relevant attraction. The Promoter reserves the right in its absolute discretion to exclude the claimant and/or their guest(s) from participation in any aspect of the booking if any party fails to comply with the directions of the Promoter or any companies associated with the Reward or if the claimant and/or their guest(s) act in a manner that is dangerous to themselves or to the public or is, in the opinion of the Promoter, anti-social in any manner or which causes a disturbance or nuisance to others. Failure to comply with these Terms and Conditions may result in refused entry, or the ticket holders being required to leave the event/venue.
- k. Claimants and their guest(s) must abide by any relevant terms and conditions set by the venue/s at the relevant attraction. It is their responsibility to ensure that they take care when moving around the event/venue.
- l. By claiming your free 30-day access through the website, you warrant that:
 - a. You are legally capable of entering into binding contracts and you are at least 18 years old;
 - b. You will be financially responsible for all use through our site by yourself aswell as use of your account by anyone that you are living with,

including but not limited to, minors (under 18 years old) and anyone else who should be supervised in their use of our site under your name or account.

- c. All information supplied by you or members of your household in using this website is true and accurate; and
 - d. You shall be completely responsible for all charges arising out of the use of the website including without limitation the costs of products or services provided by suppliers with whom you contract via the website.
15. The unique claim URL has no cash value and is automatically void if sold, offered for sale or if any attempt or offer is made to transfer the Reward for value.
16. The Rewards are non-transferable and non-exchangeable and cannot be redeemed for cash or for any other form of compensation. If for any reason the Rewards are not available, the Promoter reserves the right, at its sole discretion, to substitute that Reward for another of equal or greater value.
17. By using the Yeo Valley Organic Taste the Adventure website, you warrant that all data provided by you is complete and accurate. Your personal details will at all times be kept confidential and in accordance with current Data Protection legislation. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to dpo@drg.co.uk.
18. The yeo.kidspass.co.uk is owned and operated by Digital Reward Group Limited.

Conditions of Use

24. As a condition of your access to the Yeo Taste the Adventure Portal:

- a. You must not share your username or password with any other person outside of your household;
- b. You must have a mobile device or access to a device that can access the internet to benefit from access to the website;
- c. As "Kids Pass" is a trademark registered in the UK and operated under an exclusive licence by Digital Rewards Group Limited you must not reproduce or otherwise use any part of the trademark or anything deceptively similar to it, or authorise assist or enable others to do so without prior written consent;
- d. You must not use Kids Pass' trademark in combination with any other third-party trademarks, names, logos, illustrations, photographs, video or audio sequences or graphics without prior written consent;
- e. You must not use or share any access codes, vouchers or details of the savings you have obtained from those food and leisure organisations via social media, on printed material, or in any other media whatsoever. Please note that failure to comply with any of the above conditions will entitle Digital Rewards Group to either (i) cancel your access to the Taste the Adventure website portal with immediate effect by written notice to you, or (ii) suspend your access and the use of your access until you have remedied your breach of the conditions to our satisfaction. Failure by you to remedy the breach within 14 days of us notifying you of the breach and requesting you to remedy

it will result in the immediate cancellation of your membership.

Digital Rewards Group Partners

25. Digital Rewards Group's current Partners and their redemption locations are as shown on the website and may vary from time to time.
26. As a member, you will be granted access to offers in the Yeo Valley Taste the Adventure website portal operated by Digital Rewards Group where you can search for available offers and discounts. The discounts provided will vary and you should check the details of each attraction for details of how to redeem the specific offer before going. Some attractions will require you to make a pre-booking or ask for a printed voucher on entry. Pre-bookings can be made online where available or by telephone. Please note that we shall not be liable for any delay resulting out of the postage of tickets purchased online.
27. Digital membership cards can only be used by the named member and the members of that person's household and is strictly non-transferable.
28. On occasion, Digital Rewards Group may remove or amend offers or promotions provided by their Partners. Digital Rewards Group will use reasonable endeavours to replace them although they shall have no liability for any such withdrawals or changes to the availability of an offer.
29. Members will have the benefit of all additional attractions, or third party offers which are added to the website.
30. Any printed material that you may receive provides information about offers available partners that were correct at the time of printing and are subject to change.
31. Your digital membership card cannot be refunded or exchanged for cash or other denominated vouchers or discount cards, nor can it be used in conjunction with any special promotions, discount tokens, coupons or cards or other offers.
32. Digital Rewards Group are not liable for any attraction, or any of Digital Rewards Group Partners that refuse to honour the advertised discount or promotion.

General

33. In the event of circumstances outside the reasonable control of the Promoter, the Promoter reserves the right to withdraw this promotion or amend any of its details without liability should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion. In this eventuality, the Promoter will use all reasonable efforts to minimise the effect of such circumstances in order to avoid unnecessary consumer disappointment.
34. The Promoter and its associated agencies, distributors and companies will not in any circumstances be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), damage, personal injury or death occurring as a result of taking up the membership or in connection with this promotion, except

where it is caused by the negligence of the Promoter, its agents or distributors or that of their employees, or where such liability cannot be excluded by law (in which case that liability is limited to the minimum permitted by law). Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence. Your statutory rights are not affected.

35. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these terms and conditions and the remaining clauses shall survive and remain in full force and effect.
36. The Promoter's decision is final with regard to all matters relating to this promotion and no correspondence relating to it will be entered into.
37. The Promoter reserves the right at its sole discretion, to hold void, cancel, suspend, or amend the promotion where it becomes necessary to do so, and eliminate or disqualify any claims that it regards as being in breach of these conditions or the spirit of the promotion.
38. The Promoter and its appointed Supplier have no control over communications networks and are not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise. The Promoter and its Supplier will not be held liable to any individual for any fraud committed by any third party nor for any event beyond its control, including, but not limited to user error, any network, computer, and hardware or software failures of any kind which may restrict, delay or prevent a customer's participation in the Promotion.
39. The Promoter and its appointed Supplier will only use the personal details supplied for the administration of the promotion and for no other purpose, unless we have your consent. Your personal details will at all times be kept confidential and in accordance with current Data Protection legislation. Click [here](#) for the Promoter's Privacy Policy. Click [here](#) for Supplier's privacy policy. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to dpo@drg.co.uk or using the contact details in the Promoter's Privacy Policy.
40. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of these rights.
41. This promotion is subject to English and Welsh law and the entrants submit to the non-exclusive jurisdiction of the English and Welsh Courts. Residents of Scotland and Northern Ireland may bring proceedings in their own jurisdiction.
42. All participants will be deemed to have accepted (and will be bound by) these terms and conditions.