



Ts and Cs in a coconut shell:

1. We're giving away 300 jumpers and 450 cardigans for you to wear as part of our Big Knit campaign. We'll be giving these to our followers across Instagram and Facebook.
2. We will start this competition on Wednesday 22nd October at 10am, with further drops happening on Friday 24th October, Tuesday 28th October, Thursday 31st October and Tuesday 4th November.
3. There will be 450 cardigans to win, of which 150 will have a strawberry design, 150 with a cherry design, and 150 with a lemon design, and 300 jumpers to win, of which 150 with a pineapple design, and 150 with a mango design. Each winner will get either one jumper or cardigan from the drop that they enter. There will be five drops in total, one for each design.
4. To be in with a chance of winning this merch, all you have to do is enter the competition via a link posted on our Instagram and Facebook. The link will take you to a Digiphy site for people to enter their name, email, dress size (S-M/M-L), in a secured form.
5. 750 winners will be picked by the VIPMG (Very Important Panel of Merch Giveaways).
6. We'll contact the winners via email using the email address provided when entering the competition.
7. The competition is open to everyone in the UK aged 18 and over.
8. The competition closes at 12:59pm on Wednesday 5th November and we'll pick our winners soon after that.
9. We'll fulfil all prizes within three months of each winner putting in their data.

Our full Ts and Cs are below. Strap in.

The full T and C shebang

This competition is run by innocent Limited ("innocent", or "we"). Innocent's registered office is located at 342 Ladbroke Grove, London, W10 5BU. (please note, no entries should be sent to this address). Entry to the competition is free of charge and is subject to the present Terms and Conditions and to all applicable laws and regulations. By entering and participating in this competition, you agree to be bound by these Terms & Conditions and represent that you satisfy all of the eligibility requirements set out below.

Innocent takes data protection very seriously. By entering this competition you confirm that you have read the Privacy Policy [here](#) and agree to these Terms and Conditions. By submitting any information required as part of their entry into the campaign, entrants agree to their information being held and processed in accordance with the Privacy Policy.

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry and claim instructions are deemed to form part of the Terms and Conditions. Please retain a copy for your information.

The competition is not affiliated with or endorsed by Facebook, Instagram, TikTok, or Twitter.

1. How to get involved

1.1. Participants must satisfy the following competition entry and eligibility criteria in order to enter the competition ("Entrant(s)"):

- 1.1.1. Entrants must be over 18 years old.
- 1.1.2. The competition is open to residents of the UK only. Employees of innocent, their families, agents or any third party directly associated with administration of the competition are not permitted to enter.
- 1.1.3. Internet access will be required to enter. Innocent shall not be held responsible if an Entrant is not able to perform any or all of the entry requirements.
- 1.1.4. There is no legal right to participate in this Competition whatsoever. innocent shall not be liable in case a Participant injures him/herself while performing actions with regard to this Competition.
- 1.1.5. Multiple entries per person are allowed per drop.
- 1.1.6. Innocent reserves the right to verify any email address(es) provided to Innocent by Entrant(s) and to request and/or require proof of age, identity and/or other provided details at any time at its discretion. In the event of any dispute, entries containing any invalid or incorrect data will not be included in the Competition.

2. Opening and Closing Dates

- 2.1. This competition will open at 10:00 22/10/25 and closes at 12:59 on 05/11/25 ("Competition Period").
- 2.2. Entries received by innocent outside the Competition Period shall not be included in the competition.

3. Rules and how to enter

3.1. To enter –

- 3.1.1. For a chance to win a jumper or cardigan, all you need to do is follow the link posed on our Instagram and enter your details.
- 3.1.2. Winners will be chosen randomly using a name generator based on the people who have entered.

1.1. Any entries received which are not submitted via the official entry method will not be accepted in the Competition. Use of script, macro, bots or any automated system to enter the Competition or establishing multiple accounts in order to gain multiple entries where the number of entries is limited is prohibited and entries made (or which appear to have been made) using any such system may be treated as void. Any illegible, invalid, incomplete or fraudulent entries will be rejected.

3.2. By entering this Promotion, you hereby warrant, represent and undertake that

- 3.2.1. you own all intellectual property rights in the content you submit in connection with the Promotion ("Content");
- 3.2.2. the Content is your own original work and does not infringe any third party rights;
- 3.2.3. all persons featured or referred to in Content have explicitly consented (a) to being featured in the Content and (b) to the use of the Content in this Promotion or in connection with innocent;
- 3.2.4. the Content does not depict anyone under 18 years old;
- 3.2.5. the Content complies with all applicable laws; and
- 3.2.6. the Content is accurate and not misleading.

3.3. The content standards set out below ("Content Standards") serve to provide examples and are not meant to be an exhaustive list of the types of Content that are unacceptable for the purposes of the Promotion.

3.4. innocent expressly reserves the right to disallow or disqualify (or prevent from passing through any moderation stage) any entry which it considers does not comply with these Content Standards or which it considers does not meet normal standards of taste and decency or which are compatible with its brand values.

3.5. By entering this Promotion, Entrants hereby warrant, represent and undertake that their Content meets the following Content Standards:

- 3.5.1. Content must not use the image of another person without their permission;

- 3.5.2. Content must not encourage, condone, promote or glamorize underage, excessive or irresponsible consumption of alcoholic beverages or drink driving or any behaviour considered antisocial, illegal or immoral;
 - 3.5.3. Content must not be derogatory or defamatory of any person;
 - 3.5.4. Content must not be obscene, offensive, hateful or inflammatory in any way;
 - 3.5.5. Content must not promote violence of any kind;
 - 3.5.6. Content must not be sexually explicit (or contain any nudity);
 - 3.5.7. Content must not harm or attempt to harm minors in any way;
 - 3.5.8. Content must not be targeted at or be likely to appeal to an audience under the age of 18 years old;
 - 3.5.9. Content must not promote discrimination of any kind, including but not limited to discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
 - 3.5.10. Content must not be likely to harass, upset, embarrass, alarm or annoy any person;
 - 3.5.11. Content must not be used to impersonate any person, or to misrepresent the Entrant's identity or their affiliation with another person or entity; and
 - 3.5.12. Content must not give the impression that it emanates from, or is endorsed by, the Promoter.
- 3.6. The Promoter reserves the right to pass to the relevant authorities any Content or information which causes it concern.

4. Prizes

- 4.1 There are 750 Prizes to be won. The prize consists of either one jumper or one cardigan, either with a strawberry, cherry, lemon, pineapple or mango design.
- 4.2 Innocent reserves the right to replace any or all Prizes with prizes of a similar value. No cash alternatives will be provided and Prizes are non-transferable and non-refundable.
- 4.3 No additional costs will be covered for Entrants participation in the Competition.
- 4.4 All Prizes are awarded without warranty of any kind, express or implied (including, without limitation, any implied warranty of satisfactory quality or fitness for a particular purpose).
- 4.5 If the Winner does not claim their Prize within 48 hours, as described in point 5 below, they will not be awarded the Prize and innocent reserves the right to determine an alternate winner.
- 4.6 Innocent's decision in relation to all matters in connection with the Competition is final.

5. Choosing the winners

- 5.1 Competition winner(s) ("**Winners**") will be randomly selected after each drop. Prizes will be shipped to each winner once the entire competition closes on 05/11/25.
- 5.2 Winners' will be emailed innocent, using the email address provided when entering the competition. Winners will be required to respond to the message within 48 hours in order to claim the Prize. If the Winner does not claim the Prize within 48 hours of their receipt of the notification email they will forfeit their Prize.
- 5.3 innocent reserves the right to provide a different sized Prize to the size preference given by a winner if there is not enough stock in the given size.
- 5.4 Winners may be required to provide innocent with any additional information including their name, address, and any necessary additional contact details in order to deliver the Prize ('Contact Details'). In fulfilling the delivery of the Prize, which shall be within three months from receipt by innocent of the Winner's Contact Details, innocent will only arrange delivery to the UK delivery address provided by the Winners - delivery will not be made to an address other than the UK address as provided.
- 5.5 Late, illegible, incomplete, defaced or corrupt entries will not be accepted.
- 5.6 The entry must be made by the person entering the competition.
- 5.7 innocent reserves the right to verify all entries and Winners. innocent reserves the right to refuse to award a prize or withdraw prize entitlement and/or refuse further participation in the competition and 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 this Competition entry requirements, or otherwise where an Entrant has won using fraudulent means.
- 5.8 innocent's decision is final in all matters pertaining to the competition.
- 5.9 innocent is not liable or responsible for anything you share on the social media platforms and you should read the terms & conditions of those platforms for your own reference.

6. Understanding the Terms and Conditions

- 6.1 Innocent reserves the right to change the Competition rules and these Terms & Conditions from time to time and such changes will be available on the innocent website www.innocentdrinks.co.uk
- 6.2 If in Innocent's reasonable opinion the Competition is compromised by any event beyond Innocent's control, Innocent reserves the right to modify, terminate, amend or extend the Competition without any responsibility or liability for any kind of loss or damage that may result to Entrants.
- 6.3 At any time during the Competition, Innocent reserves the right in its sole discretion to disqualify and remove any Entrant for their failure to observe these Terms & Conditions. In the event that a Winner is disqualified, the Prize will be forfeited and may be awarded to another Entrant.

7. What we need from you

- 7.1 Entrants shall ensure that the personal data used to enter the competition is accurate and up to date.
- 7.1.1 Entrants shall also ensure they have permission for any personal information given. Even if said information is for another individual.
- 7.2 Entrant(s) warrant and represent that they personally performed and otherwise participated in the Competition to meet the criteria set out under these Terms & Conditions.
- 7.3 By entering this Competition, the Entrant warrant and represents that their entries do not infringe the rights of any third parties, including but not limited to copyrights, trademarks and/or rights of publicity/privacy.
- 7.4 Entrant confirms that their entry does not contain:
- 7.4.1 material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights;
- 7.4.2 brand names or trademarks, other than (i) those of Innocent, which Entrant have a limited license to use for the sole purpose of creating and uploading Entrant entry, and/or (ii) those that Entrant own, which Entrant agree to license to Innocent on a royalty-free, irrevocable, perpetual, non-exclusive basis, or have license to use and sub-license to Innocent on a royalty-free, irrevocable, perpetual, non-exclusive basis in connection with the entry;
- 7.4.3 copyrighted material not created by Entrant, other than material that Entrant have necessary rights, consents and permissions to use and sub-license to Innocent on a royalty-free, irrevocable, perpetual, non-exclusive basis in connection with the entry;
- 7.4.4 material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- 7.4.5 material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the entry is created.

8. Limitations of Liability

8.1 insofar as permitted by law, neither innocent, nor its subsidiaries, holding company and holding company's subsidiaries and subsidiaries of those subsidiaries including without limitation the innocent entities together the "**Innocent Group**" assumes any responsibility or liability for:

- 8.1.1. Any incorrect or inaccurate Entry, or for any faulty, incorrect, errors or failed electronic data transmissions;
- 8.1.2. Any unauthorised access to, or theft, destruction or alteration of codes at any point in the operation of this competition;
- 8.1.3. Communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilised in any aspect of this competition;
- 8.1.4. Inaccessibility or unavailability of the internet or the website or any combination thereof;
- 8.1.5 Insofar as permitted by law, any injury or damage to participants or to any other person's computer which may be related to or resulting from any attempt to participate in the competition.

8.2 In no event shall innocent or the Innocent Group be responsible or liable for any failure or delay in the performance of its obligations under these Terms & Conditions arising out of or caused by, directly or indirectly, forces beyond its reasonable control, including but not limited to strikes, work stoppages, accidents, or acts of God, and interruptions, loss or malfunctions of utilities, communications or computer (software or hardware) services.

9. Personal Information

9.1 innocent will only ever use your (or other given individuals) personal information in accordance with these Terms and Conditions and our privacy policy found here: <https://www.innocentdrinks.co.uk/content/dam/innocent/gb/en/files/uk-innocent-privacy-policy.pdf>

9.2 In order to process your application and send Prize(s) to the Winners, Entrants acknowledge and consent to innocent sharing the necessary information with our fulfilment and delivery partners and subject to the terms of our privacy policy.

9.3 By participating in the competition and sending content to us you agree that we may use such content to promote the competition in such ways as we see fit. You also agree not to assert any moral rights in relation to such use where such rights exist.

9.4 In particular, we are likely to display content sent directly to us or posted online along with your social media display name on the innocent website and social channels.

9.5 If you would prefer that we didn't use your personal information and/or content in accordance please let us know by emailing hello@innocentdrinks.co.uk.

10. General

10.1 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.

10.2 These Terms and Conditions are governed by the laws of England. The courts of England and Wales will have exclusive jurisdiction over any and all disputes arising out of, relating to or concerning these Terms and Conditions.

10.3 Are you still reading this? If so, you are hereby dubbed a very good egg.

