

terms and conditions - the innocent big grow 2019

Please read and accept these (boring) terms and conditions before taking part in the innocent big grow 2019

1. The innocent big grow

The innocent big grow is a project designed to encourage children in the UK and Ireland to grow their own food in primary schools and at home. We give away kits containing (almost) everything you need to grow your own tasty vegetables together with your classmates or family. You just need to add a little TLC (and provide some sunlight and water).

For further details of the innocent big grow 2019, see innocentbiggrow.com

2. Who we are

We run the innocent big grow together with our friends at GIY. Our details are as follows:

- a) **innocent limited**, a company incorporated and registered in England with company registration number 04007092 whose registered office is at Fruit Towers, 342 Ladbroke Grove, London W10 5BU (**innocent, we, us**); and
- b) **GIY Ireland Ltd**, a company limited by guarantee and registered in Ireland with company registration number 477525 whose registered office is at Floor 2, Williamstown Centre, Ardkeen, Waterford, X91 YA2H, Ireland (**GIY**).

3. How to get involved

School Kits

- a) The innocent big grow for schools opens for applications on 21 January 2019 and will run until 17 February 2019 unless all of the innocent big grow school kits are snapped up before then.
- b) innocent big grow school kits are available to primary schools only.
- c) You will need to ask your teacher to follow the instructions and fill in all of the details (including contact details of the relevant adult(s), school and class name) on the registration pages at innocentbiggrow.com. **For data protection reasons, please do not send us the details of the children in your class. Register using only the details of relevant adults (i.e. teacher, parents/guardians).**
- d) Once we have everything we need we will send an innocent big grow kit to your school. This contains everything you need for you and your classmates to plant 30 growing cups (further details of kit contents are set out on the site).
- e) Please note, school kits are limited and will be sent on a first come, first served basis.
- f) Each school can only apply to receive a maximum of 2 innocent big grow school kits.
- g) Make sure your class stays involved with innocent big grow to be in with a chance of being selected as an innocent big grow 2019 winning school (two winning schools will be selected, one in the UK and one in Ireland). See paragraph 6 below for further details. Are you really still reading this?

Home Kits

- a) The innocent big grow for homes opens for applications on 18 February 2019 and will run until 30 June 2019 unless all of the big grow home kits are snapped up before then...
- b) You will need to follow the instructions and fill out all the details requested on the registration pages at innocentbiggrow.com (if you are under the age of 16 you will need to get your parent/guardian to fill out the form with their own details). **For data protection reasons,**

please do not send us details of anyone under the age of 16 and make sure your parent/guardian enters their own details when registering for the innocent big grow.

- c) Once we have everything we need (provided we haven't run out) we will send an innocent big grow kit to your home.
- d) Please note, home kits are limited and will be sent on a first come, first served basis.
- e) Each home address can only apply to receive 1 innocent big grow home kit.

Availability and eligibility

- a) Assuming we still have some growing kits left, once you have applied to take part in the innocent big grow, please allow up to 28 days for yours to arrive.
- b) If we run out of growing kits, we will try to post a notice to innocentbiggrow.com as soon as possible but we cannot guarantee that all applications received before such notice is given will receive growing kits. In short - once they're gone, they're gone!
- c) The innocent big grow is not open to employees of innocent or GIY, their immediate family members, their agents or suppliers or anyone professionally connected to the innocent big grow.

Events

innocent and GIY may organise events relating to the innocent big grow. Details of these events will be posted on innocentbiggrow.com and you may be contacted if an event is taking place in your area (or in the event that we would like to feature your innocent big grow journey at such an event).

4. How to stay involved

- a) Keep up to date with everyone else's progress on social media by searching the hashtag **#biggrow** and @innocent (UK) or @innocentireland (ROI) and let everyone see how you're getting on by using the same hashtags and handles for your own posts.
- b) Please ensure you have parent/guardian consent before posting content featuring people under the age of 18.

5. Personal information and content

- a) We will only ever use your personal information in accordance with these terms and Conditions and our privacy policy found [here](#).
- b) In order to process your innocent big grow application and send you your growing kit, you acknowledge and consent to us sharing the necessary information with our fulfilment and delivery partners and subject to the terms of our [privacy policy](#).
- c) By participating in the innocent big grow and sending content to us (whether online, via email or in the post) or posting content relating to the innocent big grow on social media using the hashtag **#biggrow**, you agree that we may use such content to promote the innocent big grow and/or innocent 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.
- d) In particular, we are likely to display content sent directly to us or posted online using the hashtag **#biggrow** along with your social media display name at innocentbiggrow.com or on the [innocent drinks website](#).
- e) If you would prefer that we didn't use your personal information and/or content in accordance with this paragraph 5, please let us know by contacting us at hello@innocentdrinks.co.uk

6. innocent big grow 2019 school competition

- a) Two winning schools will be selected, one from the UK and one from Ireland.
- h) The winning schools will receive a selection of free gardening equipment and innocent smoothies as their prize. If you're reading this you must be really bored.

- b)
- c) The criteria used to judge the school competition will include the following:
 - i. the successful integration of growing food into your classroom and classwork using the innocent big grow kit;
 - ii. making growing vegetables fun using imagination and creativity;
 - iii. the quality of your class's social media updates (using **#biggrow** and @innocent (UK) or @innocentireland (ROI));
 - iv. your class's growing journey (lessons learned, successes and failures); and
 - v. enthusiasm!
- d) Our decision in respect of the innocent big grow 2019 winning schools will be final (and we will not enter into any correspondence relating to this decision).
- e) The winning schools will be announced on innocentbiggrow.com (and will also be available on request from innocent for a period of three months) at the end of the innocent big grow 2019.

7. **Disclaimer**

- a) innocent big grow kits and the prizes awarded to the winners of the innocent big grow 2019 school competition are not transferable and no cash alternative is available in either case.
- b) innocent and GIY cannot guarantee that everyone who registers for the innocent big grow will receive a growing kit, once they're gone, they're gone!
- c) innocent and GIY will not be liable in the event that your innocent big grow kit is lost in the post.
- d) innocent and/or GIY will not be liable for any content using the hashtag **#biggrow** (except where innocent or GIY themselves have posted such content).

8. **Using the innocent big grow website**

Your use of the innocent big grow website is subject to our [standard website terms and conditions](#).

9. **Our brand**

- a) As you can probably imagine, protection of the innocent brand is really very important to us. As such, all rights in the innocent brand and the innocent big grow campaign shall at all times remain the exclusive property of innocent.
- b) All rights in the GIY brand shall at all times remain the exclusive property of GIY.

10. **Disputes**

- a) We would prefer to try to resolve any issues you may have without having to resort to formal legal action. As such, in the first instance, please email us at hello@innocentdrinks.co.uk if you have an issue relating to the innocent big grow.
- b) In the event that a matter cannot be resolved, you agree that these terms and conditions shall be interpreted in accordance with the laws of England and Wales and that the courts of England and Wales shall have exclusive jurisdiction.

We reserve our right to make changes to the innocent big grow campaign and/or to these terms at any time and shall notify you of any material changes by way of an announcement on innocentbiggrow.com