1. This Prize Draw is offered by Ford Motor Company Limited (the "Sponsor") under the laws of England as a promotion free of any charge or stake.
2. No purchase of goods or services required.
3. Entrants must be 18 years of age.
4. Prize Draw participants must agree to the terms of the official prize draw rules ("Official Rules") which are made available here. These Official Rules contain liability limitations and require the participant to co-operate in the performance of the prize draw.
5. Final date of entry is the December 31, 2018.
6. See the Official Rules for full details.
7. In case of questions contact [MaritzCX] (the "Administrator") at the address stated in the Official Rules.

**Prize Draw Official Rules:**

1. **Prize draw Period:**

   This Prize Draw will be offered each month during the period commencing on 12:00:01 am, GMT January 1, 2011 until 11:59:59 GMT December 31, 2018 ("Prize Draw Period").

   Each monthly prize draw will commence on 12:00:01 am, GMT on the first day of the relevant month and end on 11:59:59 GMT on the last day of such month ("Monthly Prize Draw Period").

   Sponsor's website clock will be the official timekeeper for this prize draw for all purposes.

2. **Eligibility:** This prize draw is played on the World Wide Web of the Internet and is open only to:

   (a) legal residents residing in Austria, Belgium, Czech Republic, Germany, Greece, Ireland, Hungary, Netherlands, Portugal, Slovenia, Spain, Switzerland, Norway, UK who are

   (b) at least 18 or the legal age of majority in their state of residence (if older), and

   (c) who receive an email or letter from the Sponsor inviting them to complete a Survey online during the Prize Draw Period.

   Employees, officers, directors, representatives, of the Sponsor and the Administrator, their respective parent companies, subsidiaries, advertising, design, web design, web hosting, legal advisors and publicity agencies and anyone connected with the production or distribution of this Prize draw (the "Prize Draw Entities") and their immediate families (spouse, parents, children, siblings, and each of their spouses regardless where they live) and/or members of their household are not eligible to enter or be awarded a prize.

3. **How to Enter:**

   The Prize Draw is administered electronically via the internet.

   Entrants who have received an invitation to participate in the Online Survey from the Sponsor during the Prize draw Period will have the option to enter the Prize
Draw after going online to the link in the invitation, entering the eleven-digit Survey Access number located on the invitation and completing the survey (including providing all the contact information requested), prior to the end of the Prize Draw Period.

Once the survey has been completed, you will have the option to enter the Online Survey Prize Draw by clicking on the relevant link. Prior to your entry being accepted you must read and accept these Official Rules and the Privacy Policies of the Sponsor and Administrator.

You may enter only once. All entries made in violation of these Official Rules will be void and ineligible to win a prize. Online entries must be made by an individual from a stand-alone computer device and may not be made by proxy or any electronic/automated means such as script, bot, macro or any other similar software or program.

All entries become the exclusive property of Sponsor and will not be returned or acknowledged. All discovered duplicate entries will be discarded.

Proof of submitting a survey or completing a link is not proof of receipt. Responsibility cannot be held for entries delayed or lost.

4. **Winner Selection:**

One (1) "Grand" and fifty (50) "First" winners will be chosen, up to 15 days after the end of each Monthly Prize Draw Period, in random drawings, from eligible entries received during the relevant Monthly Prize Draw Period.

All "First" prize winners will be sent their prizes to the addresses provided by such prize winners during the Prize Draw entry within three to four weeks of the determination of the "First" and "Second" prize winners. The prizes will be delivered via a local postal service.

The potential "Grand" Prize winner will be notified within [fifteen (15)] days after the selection is made via mail to the mailing address submitted during Prize Draw entry.

The "Grand" Prize notification will have a **Certificate of Eligibility and Liability Release** enclosed which will have to be completed and sent to Administrator within thirty (30) days of the date on the notification.

Failure to return the **Certificate of Eligibility and Liability Release** in the time indicated will signify to Sponsor that the prize has been declined and forfeited definitively for all time and another potential winner will be chosen in random drawings.

By completing, signing and returning the **Certificate of Eligibility and Liability Release**, a "Grand" prize winner (i) confirms compliance with these Official Rules, (ii) releases and forever discharges the Sponsor, its affiliates and subsidiaries, the Administrator, its affiliates and subsidiaries and their respective advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the prize, and (iii) gives permission to the Sponsor and the Administrator, at their option, to publish or otherwise use, in perpetuity throughout the world, the prize winner's name, address, and if submitted by the prize winner, the prize winner's photograph, voice and comments, without compensation, in any publicity carried out by the Sponsor or the Administrator or their respective advertising agencies, except where
prohibited by law.

The "Grand" prize winner will be sent its prize to the addresses provided by the "Grand" prize winner [within four to six weeks] of the determination of the "Grand", prize winner. The prize will be delivered via a local postal service.

5. **Quantity, Prize, Approximate Retail Value (ARV) and Odds:**

   **(1) "Grand" Prize:** A voucher for £2,000
   **(50) "First" Prizes:** A voucher for £40

   The vouchers will be redeemable at a well-known retail store selected by the Sponsor from the following [Marks and Spencer].

   **Odds of winning any prize:** Dependent on the total number of eligible surveys received during the relevant Monthly Prize Draw Period. Sponsor will send approximately 100000-125000 survey invitations during each Monthly Prize Draw Period.

6. **General:**

   Prize Draw administration will be conducted by the Administrator who is the independent judging organization and Sponsor whose decisions are final and legally binding. No participant or winner shall have the right to contest any decision by Sponsor or the independent judging organization concerning any aspect of the Prize Draw or the interpretation of these Official Rules or the determination as to the qualification of entries. No correspondence will be entered into except with selected prize winners.

   By participating in this Prize Draw, you agree to be bound by these Official Rules.

   Sponsor is not responsible for those who cannot access the Internet or cannot click-through for any period of time regardless of technical, hardware, software, telephone, Internet, virus contamination or network problems, or for delay, failure or malfunction for any reason including, but not limited to, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, postal failures or strikes, typographical or system errors, human errors including, but not limited to, errors by Sponsor's representatives who enter incorrect information into any of Sponsor's computer systems or by force majeure.

   Sponsor assumes no liability for damage caused to entrant's or any other person/entity's computer device or hardware, software, or communications network, regardless of cause.

   Sponsor reserves the right to cancel/terminate, modify or suspend the Prize Draw if in Sponsor's sole determination it believes that the integrity of the Prize Draw has been, or could be, compromised or that the Prize Draw is not capable of running as planned, including force majeure or any other causes beyond Sponsor's control. Winners will be drawn from among all eligible entries received up to the time of cancellation/termination.

   Sponsor reserves the right to disqualify any entry from the Prize Draw if in Sponsor's sole judgment entrant has not complied with these Official Rules. Without limitation, all of an entrant's entries will be disqualified, at the sole discretion of Sponsor, if entrant attempts (i) to enter the Prize Draw through any means other than as described in these Official Rules; or (ii) provides information that is inaccurate or
fraudulent; or (iii) attempts to disrupt the Prize Draw or circumvent the terms and conditions of these Official Rules (iv) or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PRIZE DRAW IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

Only the prizes and the values listed in the Official Rules shall be awarded. The right to receive a prize is non-assignable and non-transferable and no prize substitution or transfer will be allowed except by Sponsor who reserves the right to substitute a prize of equal or greater value. The Sponsor has the right to convert any prize into the currency of the jurisdiction in which a prize winner resides at an exchange rate determined in the sole discretion of the Sponsor.

A prize or prize notification that is returned as undeliverable will disqualify the potential winner and an alternative winner shall be selected in random drawings.

7. Compliance with Law

If any provision of the Prize Draw shall be deemed to violate any federal, state or local law, regulation or ordinance, it shall be amended to conform to such law and all other provisions shall remain in full force and effect.

If Sponsor is required by applicable federal, state or local law, regulation or ordinance, or by action of an administrative agency to cease offering the Prize Draw in any jurisdiction, Sponsor reserves the right to (i) terminate the Prize Draw in such jurisdiction in its entirety, and/or (ii) cancel and remove from participation in the Prize Draw any and/or all entries from entrants residing in such jurisdiction, without penalty and without obligation to any Prize Draw entrants.

All taxes are winners' responsibility.

8. Waiver

No failure or delay by the Sponsor in exercising any right, power, or privilege under these Official Rules will operate as a waiver thereof. No waiver of any provision of these Official Rules, or any rights or obligations of either party under these Official Rules, shall be effective, except pursuant to a written instrument signed by the party waiving compliance, and any such waiver shall be effective only in the specific instance and for the specific purpose stated in such writing.

9. Indemnity

By entering this Prize Draw, a participant explicitly releases and holds harmless the Prize Draw Entities one and all, from all liability (including attorney's and experts' fees and costs) regarding (1) participation in the Prize Draw and (2) receipt and use or misuse of any prize awarded, including without limitation, from any liability for property damage, injury or death while using or misusing any prize.

By accepting a prize, a prize winner waives the right to (1) assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize, and (2) claim any liability (including attorney's fees and costs)
which might arise from redeeming or seeking to redeem said prize (including any travel related thereto).

Nothing in these Official Rules shall exclude or limit any party's liability (a) for death or personal injury caused by such party's negligence, or (b) for fraud.

10. **Limitation of Liability**

SPONSOR IS PROVIDING THE PRIZE DRAW ON AN “AS IS” AND “AS AVAILABLE” BASIS. SPONSOR DOES NOT REPRESENT OR WARRANT THAT THE PRIZE DRAW OR THE TECHNOLOGY USED TO PROVIDE IT: (I) WILL BE UNINTERRUPTED OR SECURE, (II) WILL BE FREE OF DEFECTS, INACCURACIES OR ERRORS, OR (III) WILL MEET AN ENTRANT’S REQUIREMENTS OR ENABLE AN ENTRANT TO PARTICIPATE IN IT. SPONSOR MAKES NO WARRANTIES OTHER THAN THOSE MADE EXPRESSLY IN THESE RULES, AND HEREBY DISCLAIMS ANY AND ALL IMPLIED WARRANTIES, INCLUDING, WITHOUT LIMITATION, WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY AND NON-INFRINGEMENT.

SPONSOR WILL NOT BE LIABLE TO AN ENTRANT OR ANY THIRD PARTY FOR ANY CONSEQUENTIAL, INCIDENTAL, INDIRECT, PUNITIVE OR SPECIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, DAMAGES RELATING TO LOST PROFITS, LOST DATA OR LOSS OF GOODWILL), WHETHER IN CONTRACT, TORT OR ANY OTHER LEGAL THEORY, ARISING OUT OF, RELATING TO OR CONNECTED WITH THE PRIZE DRAW, REGARDLESS OF THE CAUSE OF ACTION ON WHICH THEY ARE BASED, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES OCCcurring.

IN NO EVENT WILL SPONSOR’S AGGREGATE LIABILITY ARISING FROM, RELATING TO, OR IN CONNECTION WITH THESE RULES (INCLUDING, WITHOUT LIMITATION, CLAIMS RELATING TO THE NETWORK) EXCEED THE ACTUAL OUT OF POCKET COSTS PROXIMATELY CAUSED AN ENTRANT BY SPONSOR’S BREACH OF THESE RULES.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS PROVIDED ABOVE OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY.

11. **Marketing**

Acceptance of a prize constitutes permission to use a winner's name, city and State on a Winners List.

Prize Draw Entities shall not be responsible for technical, pictorial, typographical or editorial errors or omissions in any marketing materials or these Official Rules. This offer may not be reproduced, reprinted or published elsewhere in any format, in whole or in part, without the written permission of the Sponsor.

12. **Data Protection**

Administrator shall be collecting personal information from you when you enter the Prize Draw on behalf of the Sponsor. The Administrator acts as data processor for and on behalf of Sponsor as data controller.

The information collected is used solely for the purposes of this Prize Draw administration and is subject to the Sponsor's Privacy Policy found by clicking on "privacy statement" at http://www.ford.co.uk/Footer/PrivacyPolicy and the Administrator's Privacy Policy found by clicking "Privacy Policy" at https://www.fordcvp.com/privacy/privacypolicy_gb.pdf
The Administrator and the Sponsor will use information held about entrants in the following ways: (i) to allow entrants to participate in the Prize Draw; and (ii) to notify entrants as appropriate in connection with the Prize Draw; (iii) to notify entrants as appropriate about changes to the service.

By entering the Prize Draw, UK residents agree and acknowledge that their personal data will be transferred and processed outside of the EU, and therefore will not be protected by the same data protection laws as may apply within the EU.

Questions, comments and requests regarding data privacy, the use of personal data by Administrator and Sponsor should be addressed to Ford CVP Team, MaritzCX Limited, Artisan, Hillbottom Road, High Wycombe, Bucks, HP12 4HJ, United Kingdom.

13. **Governing Law**

Entrant agrees that any and all disputes, claims, and causes of action arising out of or connected with this Prize Draw or the prize awarded and all issues and questions concerning the validity, interpretation and enforceability of these Official Rules shall be governed by English law and shall be resolved individually, without resort to any form of class action, and exclusively in a court of competent jurisdiction in England.

14. **Amendments**

Sponsor/Administrator reserves the right to amend these Official Rules at any time in their sole discretion.

15. **Contact Information**

This Prize Draw is sponsored by Ford Motor Company Limited [Ford Motor Company Limited, Eagle Way, Brentwood, Essex, CM13 3BW] and administered by MaritzCX [MaritzCX Limited, Artisan, Hillbottom Road, High Wycombe, Bucks, HP12 4HJ, United Kingdom].