



LACTOBOOST "FIRST ORDER" PRIZE PROMOTION - TERMS AND CONDITIONS

1. By entering the promotion, entrants confirm that they have read and agree to be bound by these terms and conditions and all rules and guidelines applicable.
2. The Promoter is KW Alternative Feeds, a business division of AB Agri Limited, Registered in England 193800, Bishopdyke Rd, Sherburn in Elmet, Leeds LS25 6JZ.
3. The Promoter is offering one person who enters this promotion a chance to receive a Black and Navy "KW" branded raincoat in size large.
4. To enter this competition, entrants must call 01977 686237 and quote 'LACTO24' when they are booking a full 29T load of LactoBoost. The first person to call and quote 'LACTO24' will receive the prize.
5. Entrants must be UK residents, aged 18 years or over. This promotion is not open to any employees of the Promoter or any of their affiliate companies, their families, agents, or anyone else connected with this prize draw. This promotion is not open to existing customers of LactoBoost.
6. Entrant must purchase a full 29T load of LactoBoost to be eligible.
7. The promotion is open to entries from **9:30am on Tuesday 7th May until 5pm Tuesday 21st May**. The above telephone line will be attended **from [8:30am] to [5pm]** for each day during the promotional period.
8. The winner will be the first person to book a 29T load of LactoBoost. If there is more than one call within the same time period, the two relevant entrants will be placed into a prize draw.
9. The winner will be notified within 7 working days of the end of the promotional period.
10. The Promoter reserves the right to offer an alternative prize of equal or greater value. In the event of unforeseen circumstances or circumstances outside its reasonable control, the Promoter reserves the right to modify or discontinue, temporarily or permanently, this promotion without prior notice.
11. The prize will be sent via home delivery to the address supplied within a time frame advised at the point of delivery arrangements.
12. The prize is non-refundable, non-transferable, and non-exchangeable and there is no cash alternative offered.
13. Winners may be required to submit valid identification before receiving their prize.
14. The name and county of residence of the winner will be made available on request to anyone sending a stamped self-addressed envelope to the Promoter as the address set out above within 10 weeks of the closing date of the promotion.

15. The Promoter does not accept responsibility for inability to get through to the Promoter on the telephone number provided for any reason.

16. The Promoter reserves the right to disqualify any entries if the Promoter, at its sole discretion, believes that there has been an attempt to manipulate or tamper with the operation of the promotion.

17. Except for the purpose of carrying out the promotion, the Promoter will not use entrants' personal data without the express consent of the entrant. See [Cookies and Privacy Policy \(kwfeeds.co.uk\)](https://www.kwfeeds.co.uk/cookies-and-privacy-policy) for our full privacy policy.

18. the Promoter's decision is final. No correspondence will be entered into in respect of the Promoter's decisions.

19. Nothing in these terms excludes the Promoter's liability for death or personal injury caused by its negligence or for fraud, or any other liability that the Promoter may not exclude by law. Subject to that, the Promoter and its associated companies will not be liable for any loss (including, without limitation, indirect, special, or consequential loss or loss of profits), expense or damage which is suffered or sustained in connection with this promotion or accepting or using any prize.

20. These terms and conditions shall be governed by and construed exclusively in accordance with the laws of England and the parties agree to submit to the exclusive jurisdiction of the Courts of England, including the seeking of all injunctive or ancillary relief actions.