

Free draws

1. **Free Entry:** product purchase allowed in the United Kingdom as long as the price is not increased on account of the promotion. Participation can require the normal cost of post, telephone or text, but not premium rates. However, in such cases where there is, in effect, a charge to participate, an NPN route can be used to legitimise the promotion. Seek LAS advice.
2. **Number of entries allowed:** specify if restricted.
 - a) One per person or household?
 - b) Entries not restricted but only one *prize* per person/ household?
 - c) Do entries have to be on an official Entry Form?
3. **Entry address:** is it clearly provided and retainable?
4. **Closing date:** must be clearly visible before purchase or participation
5. **Prizes:** number and nature to be clearly stated.
6. **Cash alternatives to prizes:** specify whether any (how much?) is available.
7. **Entry restrictions:** any that apply to be specified
 - a) Geographical area?
 - b) Minimum age? (obtain parental/ guardian's permission if under 16)
 - c) Employees and their immediate families of the promoter, its agents or anyone professionally connected with the promotion?
 - d) Via third parties or in bulk?
8. **Independence of the Draw:** must be independently supervised or by means of an independently verified random computer process
9. **Winner notification:** specify how and when this will take place.
10. **Winner details:** specify how names and counties of major winners available.
11. **Promoter's name and address:** must be given unless otherwise obvious.
12. **Publicity:** state if you may wish to use winners in any related publicity.
13. **Disclaimers:** disclaim responsibility for lost, delayed or damaged entries.
14. **Draws involving Coupons:** seek specific advice.
15. **Retention of Terms and Conditions:** does material design allow this?
16. **Data collection:** ensure data protection legislation requirements followed.

17. Specific issues when targeted at employees

- a) Ensure that employees secure their employees' permission to take part
- b) Alert employees to potential tax issues.