

Terms & Conditions – ‘Guess the Pixels’ Competition

1. Eligibility

- This competition is open to all individuals aged 18 or over who attend our stand at the Arts Marketing Association Digital Marketing Day 2025.

2. How to Enter

- To enter the competition, contestants must participate in the game, ‘Guess the Artwork’. Winners must provide a valid email address to claim their prize.

3. Prize

- The prize is a gift box of creative books and goods, as detailed on the competition poster and shown at the exhibition stand.
- Prizes are non-transferable and cannot be exchanged for cash or other alternatives.

4. Winner Selection

- One winner will be selected at random from all correct entries. If there are no correct entries, the closest guess will be the winner. The winner will be notified by email by Thursday 27th November.
- There is only one prize available for the entire competition.

5. Data Collection and Use

- By entering the competition, participants agree to provide their email address for the purpose of prize fulfilment and communication.
- Email addresses will be used in compliance with the UK General Data Protection Regulation (UK GDPR) and will not be shared with third parties without consent.

6. Publicity

- By entering the competition, participants agree to their name and likeness being used by HdK for PR, publicity and social media posts.

7. Data Collection and Use

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8. Liability

- HdK accepts no responsibility for any errors or omissions during gameplay or prize fulfilment.

9. Modification and Termination

- HdK reserves the right to modify, suspend, or terminate the competition at any time without prior notice.

10. Contact Information

- For any questions or concerns regarding the competition, please contact us at hello@wearehdk.com

Privacy Policy

HdK (referred to as "we," "us," or "our") is the data controller for the information collected during the 'Guess the Pixels' competition.

Data Collected

- We will collect your email address when you participate in the competition.

Purpose of Collection

- Your email address will be used solely for:
 - Contacting you regarding the competition (e.g., prize fulfilment).
 - Sending occasional updates or promotional content about our services or products, if you opt in to receive such communications.

Data Sharing

- Your information will not be shared with third parties unless required by law or as part of prize delivery.

Data Retention

- We will retain your email address for 30 days, or as long as necessary to fulfil the competition's purpose. After this period, your data will be securely deleted unless you have opted into ongoing communication.

Your Rights

- Under the UK GDPR, you have the right to:
 - Access the personal data we hold about you.
 - Request correction or deletion of your personal data.
 - Withdraw your consent at any time (e.g., unsubscribe from emails).
 - Lodge a complaint with the Information Commissioner's Office (ICO) if you believe your rights have been violated.

Contact Us

- For any data protection queries or to exercise your rights, please contact us at:
hello@wearehdk.com