

## Hill's Mission Forever Friend April 2025

T&Cs Information on how to take part in the Hill's Mission Forever Friend campaign form part of these Terms and Conditions.

1. Participation in this promotion via connected interaction is deemed acceptance of these Terms and Conditions.
2. By liking, reposting or engaging in a photo posted by @hillspetukireland, you are agreeing to be bound by these Terms and Conditions. If you have any questions, please contact [hillskcustomerservices@hillspet.com](mailto:hillskcustomerservices@hillspet.com)
3. Failure to comply with any part of this clause will disqualify the entry from the promotion.

1. General: • The promoter of this competition is Hill's Pet Nutrition Ltd. Goldsworth Place, 1 Forge End, Woking, GU21 6DB • The Campaign Period Is between 00:01 on Tuesday 1st April 2025– 23:59 on Wednesday 30th April 2025 • The promotion is in no way sponsored, endorsed, or administered by, or associated with Facebook, Twitter, Instagram or Pinterest. • Hill's Pet Nutrition reserves the right to change these General Terms at any time. Any changes, which will apply from the date that they are uploaded.

2. Eligibility: No purchase or payment is necessary to participate in this promotion however, having a social media account and internet access is required • The Promotion is open to residents of the UK and Ireland aged eighteen (18) years of age and older at the time the promotion is running Tuesday 1st April 2025– 23:59 on Wednesday 30th April 2025 • Only one entry per person is valid using a validated social media account. Where

more than one entry is made only the first entry will be deemed as valid. • In entering, you confirm that you are eligible to do so. • Proof of age and eligibility may be required. • Hill's Pet Nutrition reserves all rights to disqualify you if your conduct is contrary to the promotion. • Entries will be subject to moderation and automatically disqualified.

3. Entry: • You understand that by liking, commenting or reposting a post from @hillspetukireland , you are providing information to Hill's Pet Nutrition, and their affiliates and not to Facebook, Twitter or Instagram • To participate users must: like, comment, engaged repost a post from @hillspetukireland

4. (1) Donation • Hill's Pet Nutrition will donate a meal for every like, comment or engagement or repost up to a maximum of 200,000 meals or 26,200 kg regionally and 25,000 meals or 3,275kg in the UK. The donation of meals will be received by the Blue Cross in the UK. A meal is calculated as 1 meal = Dog 16 kg: 224g a day, Cat 4 kg: 55g a day, Day average: 140g, total DOG : 73,244 million (45%), total CAT : 87,925 (55%), total : 161,169 million, With this ratio : the meal would be 131 g vs 140 g. 200k meals = 25,000 kg of food.

5. Intellectual property & copyright: • Entrants undertake that any submission is not in breach of any third party intellectual property rights and that they indemnify Hill's Pet Nutrition for any loss, damage or liability arising should this turn out not to be accurate. • Copyright remains with the participant.

6. Personal data & information: • Hill's Pet Nutrition are committed to protecting and respecting your privacy and will only use your personal information in accordance with these Terms andConditions and the privacy

policy available here • You can find Hill's Pet Nutrition's privacy policy at:  
<https://www.hillspet.co.uk/legal-statement-and-privacy-policy>

7. Limitation of liability • Insofar as is permitted by law, Hill's Pet Nutrition, their agents, partners, agencies or affiliates will not in any circumstances be responsible or liable to compensate promotion entrants, nor can Hill's Pet Nutrition be held in any way responsible for any damage, loss, injury or disappointment suffered by any entrant entering the promotion. Your statutory rights are not affected. By entering the promotion, participants confirm that they have read, understood and accepted these Official Rules. Any breach of these terms and conditions by the winner may result in the forfeiture of their submission. For further information please contact Hill's Customer Services on 0800282438 (ROI: 1-800 626 002) from 9am- 4pm, This competition is subject to and governed by the laws of English Law. By liking, commenting or reposting a photo by @hillspetukireland, confirms that they have read, understood and accepted these Official Rules. Any breach of these terms and conditions will result in their entry. This campaign is subject to English law. Hill's Pet Nutrition Ltd. Goldsworth Place, 1 Forge End, Woking, GU21 6DB.