

Parent Approved Panel Campaign

Terms and Conditions

1. To apply to be on the Mamas & Papas' Parent Approved Panel for 2018 - 2019 you must be a resident of the UK or the Republic of Ireland. You must be aged 18 years or over and be a parent with a child born after 1 December 2016 or a parent-to-be and be the full time, primary carer to the child. You must have access to Mamas & Papas website (www.mamasandpapas.com) and at least one of the following social media accounts: Twitter, Instagram or Facebook.
2. This campaign is not open to employees or agents of the organiser, Mamas & Papas (Retail) Limited, or any other Mamas & Papas group company ("**Mamas & Papas**"). The campaign is also not open to employees, agents or contractors who work for a direct competitor of Mamas & Papas (including but not limited to Mothercare, Kiddicare or John Lewis) in a nursery design, merchandise or buying related role. Applicants who work for a competitor of Mamas & Papas in any role other than design, merchandise or buying, should also ensure that they are permitted under their contract of employment to apply to be part of the Parent Approved Panel. Only one entry may be made per person and all applicants agree to be bound by these terms and conditions.
3. To apply for the Parent Approved Panel, simply fill out an application form on the Mamas & Papas website (www.mamasandpapas.com/parent-approved-panel) and upload a picture of yourself and your baby or bump on your social media account, tagging #parentapprovedpanel and @mamasandpapas. If your social media account is set to "private" you will need to directly message your picture to a Mamas & Papas social media account inbox as Mamas & Papas will not be able to view posts made by a private account.
4. In order for your application to qualify, your entry must be submitted on both the Mamas & Papas website and on social media in the manner set out in paragraph 3 between 00:01 on Monday 14 May 2018 and 23:59 on Monday 28 May 2018. Incomplete applications or applications not received by 23:59 on Monday 28 May 2018 will not count.
5. By applying you confirm that all information submitted by you is true, current and complete and that the photographs you are submitting are of you and your baby or bump and you have the requisite consent to submit such photographs. The applicant warrants that the photographs being submitted are owned wholly by themselves, and accordingly the copyright in the photographs belongs to the applicant. By submitting such images to Mamas & Papas, the applicant agrees to allow Mamas & Papas to use such images on its social media accounts and website for the purpose of the Campaign. Should you change your mind at any point during the application process, you can email us on panel@mamasandpapas.com and we will remove you from the process and ensure that, within one month of your notification, we have permanently deleted all personal information you have provided us with for the purpose of the Campaign application.
6. The personal information provided by the applicant will be used to select the Parent Approved Panel and to contact the shortlisted applicants and winners. Information provided by you shall be treated in accordance with our Privacy Policy, details of which can be found at www.mamasandpapas.com/privacy. In the event you are not a shortlisted applicant or a winner, Mamas & Papas will permanently delete your personal information by Friday 29 June 2018. For the avoidance of doubt, any marketing preferences selected by you during the application process will remain in force unless and until you opt out using the unsubscribe links contained in marketing materials.
7. Mamas & Papas will shortlist applicants who will be contacted by Wednesday 30 May 2018 and announced on the Mamas & Papas website and social media on Thursday 31 May 2018. Shortlisted applicants will then need to submit a second-stage entry, which will comprise of a short video and written review to be submitted by 23:59 Sunday 10 June 2018. Further details of the second-stage entry requirements will be disclosed to the shortlisted applicants at such time. The second-stage entries will be reviewed by a judging panel, comprising of Mamas & Papas Head Office staff and external guest judges.
8. Following the second-stage entry, the judging panel will select up to 10 winners, who will be contacted on Wednesday 13 June 2018 and announced on the Mamas & Papas website and social media on Thursday 28 June 2018 as the panellists of Mamas & Papas Parent Approved Panel ("**Panellists**"). The judging panel's decision is final and no correspondence will be entered into.
9. Should you be successfully chosen as a Panellist, you will be required to commit your time to partake in certain events and tasks between Thursday 28 June 2018 and Friday 28 June 2019 (the "**Campaign**"). The Campaign activities include but are not limited to:

- a. attending the winners launch event on Thursday 28 June 2018 at Mamas & Papas Head Office in Huddersfield, West Yorkshire. You must be able to make your own way to the launch event but will be reimbursed reasonably incurred travel expenses, subject to valid proof of purchase being provided to Mamas & Papas. In addition, if you live further than 50 miles from Mamas & Papas Head Office, overnight accommodation will be provided and booked by Mamas & Papas for Wednesday 27 June 2018;
 - b. creating an editorial style review on a bi-monthly basis for each of the products Mamas & Papas will provide you with ("**Product Review**"). The Product Review may include video diaries, blog articles and / or social media posts, in line with our product campaigns. All content will be shared with Mamas & Papas' carefully selected media partner, Zest Media Publications Ltd, for publication across their Absolutely Mama magazine, online and across their social media channels.
 - c. partaking in focus groups, which may or may not be used for promotional purposes; and
 - d. promotional activity, including the Parent Approved Panel photo shoot, sharing images of you, your bump and your baby with Mamas & Papas for marketing, editorial and PR purposes ("**Promotional Activity**"). For the avoidance of doubt, Mamas & Papas may share such Promotional Activity with their carefully selected media partner, Zest Media Publications Ltd for the purpose of publishing Promotional Activity in their Absolutely Mama magazine.
10. The products to be reviewed as part of the Campaign shall be chosen solely by Mamas & Papas. A new product will be provided to you at no cost on a bi-monthly basis. Title in the products shall remain with Mamas & Papas until such time as the Product Review has been completed, at which point title shall pass to the Panellist. There is no alternative (cash or otherwise) for the product.
11. In addition, you will also:
 - a. get a behind the scenes tour of Mamas & Papas' Head Office;
 - b. receive exclusive Panellist discounts;
 - c. have an exclusive opportunity to help drive Mamas & Papas continuous improvement process; and
 - d. a 'Mamas & Papas Parent Approved Panellist' winner badge to host on your social channels or blog and a chance to get your content featured on Mamas & Papas' social channels & website.
12. A copy of the Panellists (in the form of a winners list) can be requested at any time following the announcement of the Panellists on Thursday 28 June 2018 until 23:59 on Thursday 26 July 2018. To request the winners list, please send an email with subject line: "Mamas & Papas Parent Approved Panel, Winner List Request," to panel@mamasandpapas.com. Requests received after 23:59 on Thursday 26 July 2018 may not be responded to.
13. Only the shortlisted applicants and Panellists shall be contacted by Mamas & Papas in relation to the Campaign. The shortlisted applicants and Panellists shall be notified by e-mail. Mamas & Papas' decision, and the decision of the judging panel, is final.
14. Where a Panellist is no longer available to partake, or Mamas & Papas is unable to contact a Panellist by 12 noon on Wednesday 20 June 2018, then a substitute Panellist may be picked at Mamas & Papas' discretion without further notice to the original Panellist and the original Panellist shall cease to be eligible for the Campaign and shall have no claim against Mamas & Papas.
15. Mamas & Papas reserves the right, in its sole discretion, to disqualify at any time, any applicant or Panellist if it has reasonable grounds to believe that the applicant or Panellist has breached any of these terms and conditions or is causing, or is likely to cause, reputational damage or detriment to Mamas & Papas.
16. These terms and conditions and any other disputes (including non-contractual disputes or claims) will be governed by English law and the exclusive jurisdiction of the English Courts shall prevail.