



**Competition Full Terms and Conditions – Pink Lady SA Food**  
**Photography competition, in collaboration with Herman Lensing -**  
**#PinkLadyPix - June 2022**

1. Competition details form part of these terms and conditions.
2. **The winner will receive a collection of Smeg appliances to the value of R25 000.**
3. **The Smeg appliances will be chosen by the Promoter.**
4. Entry is open to residents of South Africa except employees (and their families) of TopFruit, associated printers and agents, the suppliers of the prizes and any other companies/persons associated with the competition.
5. **Entrants need to post the image that they want to enter with, to Instagram, tag Pink Lady® apples and use the hashtag #PinkLadyPix to enter.**  
**Entries must feature food in some aspect (filters and editing can be used)**  
**Entrants are allowed to enter more than once, with different images.**  
**There is an extra Pink Lady® branded gift to be won if the entrant uses Pink Lady® apples in his/her image.**
6. **Competition period runs from 08:00AM 1<sup>st</sup> of June 2022 up until midnight 30<sup>th</sup> of June 2022. Any entries before or after these dates will be void.**
7. **By submitting a competition entry, entrant agrees to be bound by these terms and conditions.**
8. Proof of identity (SA Barcoded ID) will be required in order to claim your prize.
9. Use of a false name or address will result in disqualification.
10. All entries must be made directly by the person entering the competition.
11. Entries made online using methods generated by a script, macro or the use of automated devices will be void.
12. No responsibility can be accepted for entries lost, delayed or corrupted, or due to computer error in transit.
13. The prizes are as stated, are not transferable to another individual and no cash or other alternatives will be offered.
14. Prizes are subject to availability and the prize suppliers' terms and conditions.
15. The promoters reserve the right to amend or alter the terms of competitions and reject entries from entrants not entering into the spirit of the competition.
16. The prizes are not negotiable, transferable or refundable and cannot be exchanged for any cash alternatives in whole or in part. The prizes cannot be exchanged for any other prizes of lesser value.
17. In the event of a prize being unavailable, the promoter reserves the right to offer an alternative prize of equal or greater value.
18. **Unless stated otherwise the winner will be chosen by the judges from all correct entries submitted during the competition. Competition winner will be announced before or up until mid-July 2022.**
19. We will attempt to contact the winner three (3) times, on email, via a phone call, including leaving a message where possible, in a period of 24 hours. If the winner cannot be contacted, or is unable to comply with these terms and conditions, the Promoter reserves the right to offer the prize to the next eligible entrant drawn at random, or in the event that the promotion is being judged the Promoter reserves the right to offer the prize to the runner-up selected by the same judges.
20. Confirmation of the prize will also be made in writing to the winner via email/SMS/Direct message if these contact details are provided.
21. Failure to respond and/or provide an address for delivery, or failure to meet the eligibility requirements may result in forfeiture of the prize.
22. Where applicable, the decision of the judges is final based on the criteria set out in the promotion and no correspondence will be entered into over this decision.

23. Competitions may be modified or withdrawn at any time.
24. The provider of the prize is specified within the promotional material.
25. The Promoter is TopFruit (Pty) Ltd, Watergat Pad, Simondium.
26. In the event of a discrepancy between these standard terms and conditions and the details in the promotional material (or any other terms and conditions provided/referred to at the time of entry), the details of the these standard terms and conditions promotional (and any other terms and conditions provided/referred to at the time of entry) shall prevail.

27. FACEBOOK & INSTAGRAM RELEASE

This promotion is in no way sponsored, endorsed, administered by or associated with Facebook or Instagram  
Sponsor: Pink Lady® Apples via TopFruit (Pty) Ltd

28. PERMISSIONS – LIMITED FREE USAGE

Pink Lady® South Africa will only acquire limited usage rights for works submitted to a competition. Limited usage rights means they must be non-exclusive, and usage is restricted solely to promoting the specific competition the works were submitted to, or future competitions where that competition is a recurring one, and no other purpose. This is termed “limited free usage”. Pink Lady® SA will not use the images to form any part of an advertising campaign.

Winning and shortlisted works can be used to promote the competition.

If you are a winner, you agree that we may use your name, image and town to announce you as a winner and for any other reasonable and related promotional purposes. You further agree to participate in any reasonable publicity required by us.