

My Pet Superstar Competition Terms & Conditions

Eligibility and how to enter

1. This competition is open to UK residents aged 18 or over who own a dog or cat ("Pet Owners").
2. To enter, Pet Owners must select the "Upload your pet superstar" tab on the competition website and complete the submission form.
3. No purchase is necessary to enter the competition.
4. Dogs and cats can be entered into one of four categories, *Most Entertaining*, *Cutest*, *Look-a-like* or *Inspirational*. Each dog or cat can be entered into more than one category.
5. Pet Owners must upload a photograph (JPG format) and/or video (MP4 or Quicktime format) of their pet and, in under 100 words, explain why their pet deserves the prize of "Top Dog" or "Top Cat". Entries must not: contain images of adults or children; include any music; or be digitally altered or manipulated.
6. In the first stage of the competition, a public vote will take place to decide the dog and cat winners of each category.
7. In the second stage of the competition, a judging panel will choose the Top Dog and Top Cat from all entries received.
8. The competition starts on 10 September 2010. Submissions for entry and voting close at 11:59pm GMT on 31 December 2010.

Category winners and runners up

9. Individuals are only permitted to submit one vote for each dog and cat entry.
10. The dog and cat in each category which have received the most votes from the public will win that category.
11. The next five dogs and cats in each category with the most votes from the public will be category runners up i.e. there will be 10 runners up in each category.
12. Each category winner will receive the following prizes:
 - a) a digital camera worth £200;
 - b) a £25 Love2shop voucher;
 - c) a free 12 month subscription to "your dog" magazine for dog winners, or "your cat" magazine for cat winners; and
 - d) subject to suitability for the dog or cat, a free 12 month supply of the appropriate Drontal product.
13. Each category runner up will receive the following prizes:
 - a) a £10 Love2shop voucher;
 - b) a free 12 month subscription to "your dog" magazine for dog winners, or "your cat" magazine for cat winners; and
 - c) subject to suitability for the dog or cat, a free 12 month supply of the appropriate Drontal product.
14. In the event of tied votes the judging panel will have the final decision.
15. The Pet Owners of the category winners and category runners up will be notified by telephone and/or email in January 2011.

16. To receive a winners' list please request this in writing by contacting Bayer plc. Animal Health Division, Bayer House, Strawberry Hill, Newbury, RG14 1JA.

Top Dog and Top Cat winners

17. The Top Dog and Top Cat will be chosen from all entries by a judging panel. The judging panel will include Emma Milne, a celebrity vet, a PR specialist and the Drontal product manager.
18. The Top Dog winner will receive the following prizes:
 - a) a holiday for two up to a value of £1000 to be selected and booked through Bayer's nominated travel management partner;
 - b) time with a "your dog" magazine journalist and a photographer with the purpose of creating a double-page spread for "your dog" magazine about the Top Dog and why it is a superstar;
 - c) a framed photograph of the Top Dog;
 - d) a mock "your dog" magazine cover;
 - e) a digital camera worth £200;
 - f) a £50 Love2shop voucher;
 - g) a free 12 month subscription to "your dog" magazine; and
 - h) subject to suitability for the Top Dog, a free 12 month supply of the appropriate Drontal product.
19. The Top Cat winner will receive the following prizes:
 - a) a holiday for two up to a value of £1000 to be selected and booked through Bayer's nominated travel management partner;
 - b) time with a "your cat" magazine journalist and a photographer with the purpose of creating a double-page spread for "your cat" magazine about the Top Cat and why it is a superstar;
 - c) a framed photograph of the Top Cat;
 - d) a mock "your cat" magazine cover;
 - e) a digital camera worth £200;
 - f) a £50 Love2shop voucher;
 - g) a free 12 month subscription to "your cat" magazine; and
 - h) subject to suitability for the Top Cat, a free 12 month supply of the appropriate Drontal product.
20. The decision of the judging panel will be final.
21. The Pet Owners of the Top Dog and Top Cat will be notified by telephone and/or email in January 2011.
22. The judging panel may select reserve dogs(s) and cat(s) which they determine to be the next best, and record them in order, in case of an invalid entry or ineligible dog or cat.
23. To receive a winners' list please request this in writing by contacting Bayer plc. Animal Health Division, Bayer House, Strawberry Hill, Newbury, RG14 1JA.

General

24. Participation in this promotion is deemed acceptance of these Terms and Conditions.

25. Employees (and their immediate families) of the Promoter and agencies associated with this promotion are ineligible to enter.
26. The Promoter reserves the right, at any time, to verify the validity of: (a) entries; (b) Pet Owners (including a Pet Owner's identity, age and place of residence); (c) registered dogs and cats; and (d) voters and to disqualify any Pet Owner or voter who submits an entry or vote that is not in accordance with these Terms and Conditions or who tampers with the entry or voting process. Errors and omissions will be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
27. Incomplete, indecipherable or illegible registrations or activities will be deemed invalid.
28. If there is a dispute as to the identity of a Pet Owner (including a dispute as to who owns a registered dog or cat) or a dispute as to the identity of a registered dog or cat, the Promoter reserves the right, in its sole discretion, to decide on the identity of the Pet Owner (and/or the owner of the dog or cat) or the registered dog or cat for the purposes of the competition.
29. Pet Owners can only enter their own dog or cat. In the event that an individual enters a dog or cat that does not belong to him/her, the registration and entry will be declared invalid.
30. Decisions of the judging panel are final and no correspondence will be entered into.
31. Prizes will be subject to any terms and conditions issued by the supplier of the prize, which may be a third party.
32. Where prizes are provided by a third party, the prize winners may be required to complete all appropriate or applicable booking or other formalities directly with such provider. The Top Dog and Top Cat winners will be responsible for any travel insurance and additional charges or expenses such as spending money or room service associated with the holiday prizes. As a condition of accepting any prize in this promotion, winning Pet Owners may be required to sign legal documentation as and in the form required by the Promoter and/or prize suppliers in their absolute discretion.
33. If for any reason a winning Pet Owner does not take or redeem a prize or an element of a prize at the time stipulated by the Promoter, then the prize or that element of the prize will be forfeited.
34. If any prize (or part of any prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize to the equal value and/or specification.
35. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash.
36. Pet Owners that submit comments, recordings and images ("Content"), unless the Promoter advises otherwise, license and grant the Promoter, its affiliates and sub-licensees a non-exclusive, royalty-free, perpetual, worldwide, irrevocable, and sub-licensable right to use, reproduce, modify, adapt, publish and display such Content for any purpose in any media, including social networking sites, without compensation, restriction on use, attribution or liability. Pet Owners agree not to assert any moral rights in relation to such use and warrant that they have the full authority to grant these rights. Each Pet Owner warrants to the Promoter that each entry submitted is an original artistic or literary (whichever is applicable) work of the Pet Owner that does not infringe the rights of any third party. The Pet

- Owner agrees to indemnify the Promoter against all costs and claims by third parties arising from a breach of this warranty.
37. Pet Owners agree that they are fully responsible for the Content they submit. The Promoter shall not be liable in any way for such Content, to the full extent permitted by law. The Promoter may remove any Content without notice for any reason whatsoever. Pet Owners warrant and agree that: (a) they will not submit any Content that is unlawful or fraudulent, or that the Promoter may deem in breach of any intellectual property, privacy, publicity or other rights, defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, not suitable for children aged under 15, or otherwise unsuitable for publication; (b) they will obtain prior consent from any person or property that appears in their Content; (c) they will obtain full prior consent from any person who has jointly created or has any rights in the Content, to the uses and terms herein; (d) their Content shall not contain viruses or cause injury or harm to any person or entity; and (e) they will comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others' computer or communication systems.
 38. Pet Owners consent to the Promoter using their name, likeness, image and/or voice and their dog's or cat's name, likeness and/or image (including photograph, film and/or recording of the same) in the event that their dog or cat is selected as a winner in any media for an unlimited period without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.
 39. If this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any Pet Owner or voter; or (b) to modify, suspend, terminate or cancel the promotion, as appropriate.
 40. Any cost associated with accessing the promotional website is the Pet Owner's or individual's responsibility and is dependent on the Internet service provider used.
 41. The use of any automated entry software or any other mechanical or electronic means that allows an individual to vote or otherwise participate in any element of this promotion repeatedly is prohibited and will render all entries, activities and/or votes submitted by that individual invalid.
 42. Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) excludes all liability (including for negligence), for any loss or damage (including loss of opportunity), whether direct, indirect, special or consequential, arising in any way out of the promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry or prize claim that is late, lost, altered, damaged or misdirected (whether or not after receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winning Pet Owner or a Pet Owner in general; or (f) use of a prize. Nothing in this clause shall limit or exclude the liability of the Promoter for: death or personal injury resulting from negligence; fraud; or fraudulent misrepresentation.

43. In order to administer this promotion, the Promoter needs to collect and process certain personal information which may be disclosed, for these purposes, to other parties including agents, contractors, service providers and prize suppliers. By entering the competition, all participants consent to their personal data being used in this manner and for these purposes. The Promoter will retain the information for the period of the promotion, and in any event, only up to 9 September 2011.
44. The Promoter is Bayer plc (Animal Health Division), Bayer House, Strawberry Hill, NEWBURY, Berkshire, RG14 1JA.