

Prize Draw Terms & Conditions

1. Promoter

- Promoter Name: Ideally AU Pty Limited
- ABN: 12 675 639 504
- Address: 54 Flinders Street, Darlinghurst, NSW

2. Promotion Name

"Prize Draw for 1 Year of Always-On U&A Data"

3. Promotion Period

- Opens: September 2nd 2025, 7:00am AEST
- Closes: September 12th 2025, 5:00pm AEST

4. Eligibility

- Open to businesses operating in Australia in FMCG, CPG, or Enterprise Service industries, with end consumers that are part of the general Australia population.
- Entrants must not be employees or immediate family members of the Promoter.

5. Entry Method

- Entry is free. No purchase is necessary.
- To enter, scan the QR code, complete the entry form, and submit before the closing time.
- Limit one entry per person.

6. Prize Details

- Prize: 1 year of always-on Usage & Attitude (U&A) data for one category (selected by the winner), one country, with the winners custom audience segmentation parameters. The U&A data will be conducted and hosted using the Promoters platform.
- No cash alternative. Prize is non-transferable.

7. Winner Selection

- Winner will be randomly drawn within 7 business days of the closing date.
- Each valid entry has an equal chance of winning.
- Winner will be notified via email within 2 business days of the draw.

8. Publication of Winner

- Winner's name will be published on the Promoter's website [goideally.com] or social media within 14 days, in compliance with Victorian requirements for prizes over \$1,000.

9. Unclaimed Prizes

- If the winner does not respond within 28 days, the Promoter reserves the right to conduct a redraw, with notification following the same method.

10. Personal Information & Privacy

- Entrants consent to data collection for the purpose of administering the draw and receiving communications about consumer trend reports and updates from Ideally.

- Data use will adhere to Australian Privacy Principles, and will not be shared with third parties outside the Promoter's business.
- Entrants may opt out of marketing communications at any time via unsubscribe links in emails.

11. Liability & Disclaimers

- Promoter accepts no liability for lost, late, or misdirected entries.
- The draw must be fair and equitable—entries must be submitted via the official form only.

12. General

- By entering, participants accept these Terms & Conditions.
- The Promoter reserves the right to cancel or modify the draw in unforeseen circumstances (e.g., adverse events).
- These Terms are governed by the laws of Victoria, Australia.