

## Hisense FIFA World Cup 2026™ Buy to Win Prize Draw

### Terms and Conditions

By participating in the Promotion and/ or submitting an entry, you are agreeing to these Terms and Conditions. A full copy of these Terms and Conditions is published at [worldcupwin.hisensepromotions.co.uk](http://worldcupwin.hisensepromotions.co.uk).

#### 1. The Promoter

- 1.1. The Promoter is: Hisense UK Limited of Ground Floor, Munroe Court White Rose Office Park, Millshaw Park Lane, Leeds, England, LS11 0EA.

#### 2. The Promotion

- 1.1. The title of the promotion is 'Hisense FIFA World Cup 2026™ Buy to Win Prize Draw' (the "**Promotion**").

#### 3. Key Conditions of the Promotion

- 3.1. The Promotion is an offer by the Promoter, allowing a participant to enter a prize draw for the chance to win a prize as detailed in these terms and conditions, if they have purchased at least one qualifying product from a participating retailer during the period of 15 April 2026 to 26 May 2026 inclusive (the "**Promotion Purchase Period**") and have submitted a valid online entry during the period of 15 April 2026 to 02 June 2026 inclusive (the "**Promotion Entry Period**").
- 3.2. Participating retailers are listed in ANNEX 1 to these Terms and Conditions ("**Participating Retailers**").
- 3.3. Qualifying products are listed in ANNEX 2 to these Terms and Conditions ("**Qualifying Products**").
- 3.4. Entrants who have purchased one or more Qualifying Products during the Promotion Purchase Period and submitted their entry in respect of each such Qualifying Product between 15 April 2026 and 02 June 2026 (the "**Promotion Entry Period**") will be entered into a prize draw for a chance to win four tickets to the FIFA World Cup 2026™ Final in New York New Jersey (USA) on 19 July 2026 including return flights from a UK airport and four nights' accommodation in New York. Further details of the prize available to be won are set out in Section 6 below (the "**Prize**").
- 3.5. The Prize Draw will take place by 12 June 2026 and one (1) winner will be chosen at random. Further details of the prizes available to be won (the "**Prizes**") are set out in Section 6 below.
- 3.6. You may submit up to five (5) entries, however each entry must relate to a different Qualifying Product.
- 3.7. Entries must be submitted online via [worldcupwin.hisensepromotions.co.uk](http://worldcupwin.hisensepromotions.co.uk) during the Promotion Entry Period. Further details of the entry requirements are set out in Section 5 below.

#### 4. Eligibility Requirements

- 4.1. The Promotion is open to UK residents who are aged eighteen (18) or over.

- 4.2. The Promotion is not open to (i) employees or agents of the Promoter or of its holding or subsidiary companies (or members of the immediate families or households of such individuals); or (ii) anyone involved in the administration of the Promotion.
- 4.3. This is a consumer only promotion. Any purchases of the Qualifying Products on a trade or wholesale basis are excluded from the Promotion.
- 4.4. Any purchases of Qualifying Products as graded goods, ex-display goods, seconds or where they are otherwise known to be imperfect goods, or as replacements, are excluded from the Promotion.
- 4.5. In participating in the Promotion, you confirm that you are eligible to do so and eligible to enter. The Promoter may require you to provide proof that you are eligible to enter the Promotion before issuing any Prize.

## 5. **How to enter**

- 5.1. In order to enter the Promotion, a participant must (i) purchase at least one Qualifying Product; and (ii) complete and submit an online entry at **worldcupwin.hisensepromotions.co.uk**.
- 5.2. You will only be able to submit your entry for the Prize Draw in respect of each Qualifying Product between 15 April 2026 and 02 June 2026. You must not have returned the Qualifying Product(s) or cancelled your order for the Qualifying Product(s), prior to or during this period.
- 5.3. You may submit up to five (5) entries, however each entry must relate to a different Qualifying Product. You can only submit one entry in respect of each Qualifying Product purchased and if you purchase the same Qualifying Product more than once, you can only enter once in relation to that Qualifying Product.
- 5.4. When entering the Prize Draw you will be required to provide:
  - 5.4.1. your name, email address, telephone number and postal address;
  - 5.4.2. a valid Hisense product model code, Hisense product serial number and details of the Participating Retailer from whom you purchased each Qualifying Product, as well as the product purchase date; and
  - 5.4.3. proof of purchase in the form of a copy of an original receipt for the purchase of each Qualifying Product from a Participating Retailer during the Promotion Purchase Period. Copies of deposit receipts and/ or order confirmations will not be accepted as proof of purchase.
- 5.5. You may also be asked to provide proof of identity (such as a copy of your passport or driving licence).
- 5.6. Successful entries will only be accepted where: (i) a participant has purchased a minimum of one (1) Qualifying Product from a Participating Retailer during the Promotion Purchase Period; and (ii) a participant has completed and submitted an online entry providing all requested information and during the timescales set out in this Section 5; and (iii) a participant has supplied a valid proof of purchase and (if requested by the Promoter) proof of identity, in a form satisfactory to the Promoter,

on request; and (iv) a participant has not returned, or cancelled their order for, any of the Qualifying Products which form part of the participant's entry to the Prize Draw.

- 5.7. Only purchases of Qualifying Products made between 00:00:00 (BST) on 15 April 2026 and 23:59:59 (BST) on 26 May 2026 are eligible for entry into the Promotion and in order to enter participants must have submitted their entry between 00:00:00 (BST) on 15 April 2026 and 23:59:59 (BST) on 02 June 2026.
- 5.8. For help with entering the Promotion participants should visit [worldcupwin.hisensepromotions.co.uk](http://worldcupwin.hisensepromotions.co.uk).

## 6. **Prizes**

- 6.1. Following the end of the Promotion Entry Period, the Promoter will identify and collate all entries that were received during the Promotion Entry Period. For these purposes, an entry will be deemed to have been received when you have completed all the steps set out in Section 5 ('How to Enter') and your entry form has been successfully received by the Promoter. Any entries received by the Promoter after 23:59:59 on 02 June 2026 will not be eligible for participation in the Promotion.
- 6.2. The Promoter will then carry out the Prize Draw by 12 June 2026 (inclusive).
- 6.3. The Prize available in the Prize Draw will include:
  - 6.3.1. Four match tickets to the FIFA World Cup 2026™ Final on 19 July 2026;
  - 6.3.2. Outbound flight from a UK Airport to New York on 17 July 2026 and return flight leaving New York on 21 July 2026 for four people;
  - 6.3.3. 4 nights' accommodation in New York for four people (based on two rooms per night with two people sharing each room);
  - 6.3.4. £3000 GBP spending money, supplied on a prepaid travel card.
7. The Prize is subject to availability and non-transferable and the Promoter reserves the right to substitute it with a similar prize of equivalent or greater value. In particular, if the Final is cancelled or rescheduled, the Promoter will provide the winner with a substitute prize based on the face value of the Prize. No cash alternative will be offered or given. The winner will not be entitled to resell all or any part of the Prize.
8. Apart from the items expressly listed at clause 6.3 above, travel or other expenses (such as travel insurance or costs arising from complying with any visa/ESTA requirements for entry into the US) will not be covered by the Promoter or included in the Prizes and the winner must make their own arrangements in these regards.

## 9. **Winner selection & prize delivery**

- 9.1. The winner of the Prize Draw will be selected by 12 June 2026 from all valid entries received by the end of 02 June 2026. Winners will be chosen by a random draw performed by a computer process. The chosen winner will then be contacted using the email address and/ or telephone number provided in their entry within 48 hours of being selected. At least three attempts will be made to contact the winner. The winner must then respond accepting the Prize within 5 days of being informed that they have won, and provide all information and details required by the Promoter,

FIFA and/ or the airline or hotel operator by no later than 17.00 BST on 19 June 2026. This will include home address, details of a valid passport, driving licence and visa/ESTA for all attendees.

- 9.2. If a winner does not respond or accept the Prize or provide proof of purchase or other required information and details, within the periods detailed, then the Promoter reserves the right to treat the Prize as forfeited and to select a new winner in accordance with the process described above.
- 9.3. The Promoter cannot accept responsibility for problems arising from entrants providing incorrect or out of date contact information with their Promotion entry. If Prizes are sent to the wrong address due to incorrect information provided by the winner, they will only be reissued to the winner if and after they have been returned to the Promoter.
- 9.4. The winner is responsible for (i) complying with all entry, visa and other conditions of entry to the US; (ii) obtaining valid travel insurance for the duration of the stay in the US; (iii) complying with any requirements of FIFA in relation to the use of the tickets and attendance at the Final; and any costs arising from complying with these requirements. The winner will be asked to confirm that they have satisfied these requirements in advance of the Promoter issuing any Prize and the Promoter will be entitled to withhold the Prize if the winner has failed to do so.

## 10. **General Conditions**

- 1.2. The Promoter will **not** accept responsibility for Promotion entries which are lost, delayed in transit, misdirected or which otherwise do not reach the Promoter, as a result of any equipment failure, technical malfunction, systems, satellite, network, server, computer hardware or software failure of any kind, except in cases of negligence, fault or deliberate act or omission of the Promoter or its agents.
- 1.3. The Promoter will not accept responsibility for any Promotion entries which are rejected or cannot be verified within the required timeframes or for any other issues, due to the provision by a participant of incorrect or incomplete information or contact details.
- 1.4. The Promoter reserves the right to carry out investigations and/ or take such other action as may be reasonable under the circumstances, to protect itself from fraudulent and/ or invalid Promotion entries, including (without limitation), by requesting participants to provide additional information and/ or documentation in support of their entry and/ or by seeking to verify and or validate information and/ or documentation provided with relevant third parties (including retailers). The Promoter reserves the right to reject or disqualify any entries (or withdraw any Prize) where (in the Promoter's reasonable opinion) the participant's entry is fraudulent or invalid.
- 1.5. This Promotion and these terms and conditions do not affect your statutory rights. Faulty and defective products and products which are subject to consumer credit and distance selling regulations can be returned to the retailer for a replacement or refund, as provided for, and in accordance with, the laws in force in the country of purchase.

## 2. **Data Protection**

- 2.1. The Promoter is the controller for all personal data collected via the Promotion portal (at [worldcupwin.hisensepromotions.co.uk](http://worldcupwin.hisensepromotions.co.uk)), included in Promotion entries, or

provided to the Promoter by winners when claiming their Prize. The Promoter will only process the personal data that you provide in relation to the Promotion for the purposes of running the Promotion, verifying and handling entries, administering and issuing Prizes, dealing with disputes, investigating fraud and (if you consent) for marketing purposes.

- 2.2. Please refer to our Privacy Policy below and at **[worldcupwin.hisensepromotions.co.uk](http://worldcupwin.hisensepromotions.co.uk)** for further information as to how the Promoter will process your personal data in connection with this Promotion.

### 3. **Publicity**

- 10.1. The Promoter must either publish or make available information that indicates that a valid award took place. To comply with this obligation the Promoter will send the surname and county of the Prize winners to anyone who emails [hisense@promotion-support.com](mailto:hisense@promotion-support.com) within one month after the closing date of the Promotion Entry Period. If you object to any or all of your surname, county and winning entry being published or made available, please contact the Promoter. In such circumstances, the Promoter must still provide the information and winning entry to the Advertising Standards Authority on request.
- 10.2. Winners may be asked to participate in publicity related to the Promotion which may include the publication of their name and photograph in any media.

### 4. **General**

- 4.1. If there is any reason to believe that there has been a breach of these terms and conditions, the Promoter reserves the right, at its sole discretion, to exclude you from participating in the Promotion or from submitting entries or using the claims portal.
- 4.2. The Promoter reserves the right to suspend or cancel the Promotion and/ or to amend these Promotion terms and conditions at any time where (in its reasonable discretion) it considers it to be desirable or necessary to do so or where this is necessary due to circumstances beyond its reasonable control.
- 4.3. These Terms and Conditions shall be governed by English law, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.

**ANNEX 1**  
**PARTICIPATING RETAILERS**

<b>Alltrade</b>
<b>Amazon*</b> <small>(Purchases of Qualifying Products on Amazon will only be eligible if they are made directly from Amazon and Amazon is listed as the seller of the Qualifying Product).</small>
<b>AO</b>
<b>Appliance City</b>
<b>Appliances Direct</b>
<b>Argos</b>
<b>Audio-T</b>
<b>AWE</b>
<b>Basil Knipe Electrics</b>
<b>Boots Kitchen Appliances</b>
<b>B&amp;Q</b>
<b>Costco</b>
<b>Crampton &amp; Moore</b>
<b>Currys</b>
<b>eFones</b>
<b>Euronics Group Members</b>
<b>Freemans</b>
<b>Gillmans</b>
<b>Harrods</b>
<b>Harvey Norman</b>
<b>Home Essentials</b>
<b>Hughes</b>
<b>Into AV</b>
<b>Jacamo</b>

<b>JD Williams</b>
<b>John Lewis</b>
<b>Joybuy</b>
<b>Laptops Direct</b>
<b>Littlewoods</b>
<b>Marks Electrical</b>
<b>Peter Tyson</b>
<b>Richer Sounds</b>
<b>Selfridges</b>
<b>Sevenoaks</b>
<b>Sirius Buying Group Members</b>
<b>Soloco Group Members</b>
<b>Sonic Direct</b>
<b>Stellisons Electrical</b>
<b>Very</b>

***\*Important Note: Qualifying Products must be purchased directly from the Participating Retailer's own physical or online stores. Purchases (even from Participating Retailers) via third party sites (such as eBay and Amazon) will not qualify. Where the Participating Retailer is Amazon.co.uk purchases will only qualify where Amazon is specifically listed as the seller of the Qualifying Product.***

## ANNEX 1.1 - SOLOCO GROUP MEMBERS

A Bishop Electricals	J.E.C.
Amgrace Leamington Spa Ltd (Bang & Olufsen)	James Morrow Entertainment Systems
Amgrace Nottingham Limited (Bang & Olufsen)	Jennings Sound & Vision
Appliance City	JJ Quinn & Co (Electrical) Ltd
Channel Islands Coop	Mutual Clothing & Supply Company Ltd. T/A Kingstone
Ashton TV	Moss of Bath
Basil Knipe Electrics Ltd	Audio Visual Lifestyle Ltd T/A Musical Images
Blinkhorns Audio Visual Ltd	Peter Tysons
Bollo Store (Bang & Olufsen)	Potters Home Digital Limited
Combens	Rayleigh Hi-Fi Sound and Vision Limited
EH Services	Sensible Technology Ltd
Electric Melon Limited (Bang & Olufsen)/Acoustic Boutique	Smart Home Solutions
Electrical Discount UK / Harry Garlick	Soundtrack
Five Tech Limited	Spains
Flick + RJ Electrics	Craig Hi-Fi Limited
Frank Harvey Hi-Fi Excellence	Craig Hi-Fi Limited
G.H. Sumner Ltd	K and P (Lancashire) Ltd T/A Bang & Olufsen of Ramsbottom
Genesis	TC Hayes Limited
Glasgow Audio Limited	The Appliance Store Ltd
Guernsey Electricity Limited	The Perfect Signal Limited
Hinchlys Limited	Towls of Tavistock
Holburn Hi-Fi Limited	Turbo Leisure
Home at Frazers	TV World
Graeme Hosie Redford & Ailsa Janet Redford T/A Hosies	Vision Sales
Ikstar Limited	Wakefields Smarter Home Technology Ltd (Bang & Olufsen)
Impact AV Ltd (Bang & Olufsen Yarm)	Wall of Sound
In Phase International Limited	Waltons Direct Limited

Integration made Simple Ltd	Watters Electrical Ltd
J&S Allan LTD	Wildbloods Ltd

## ANNEX 2

### QUALIFYING PRODUCTS

Model	Category
136MX	TV
116UXQTUK	TV
100UXQTUK	TV
85UR9STUK	TV
75UR9STUK	TV
65UR9STUK	TV
100U8QTUK	TV
85U8QTUK	TV
75U8QTUK	TV
65U8QTUK	TV
55U8QTUK	TV
100U7QTUK PRO	TV
85U7QTUK PRO	TV
75U7STUK PRO	TV
75U7QTUK PRO	TV
65U7STUK PRO	TV
65U7QTUK PRO	TV
55U7STUK PRO	TV
55U7QTUK PRO	TV
100U7STUK	TV
100U7QTUK	TV
85U7STUK	TV
85U7QTUK	TV
75U7STUK	TV
75U7QTUK	TV
65U7STUK	TV
65U7QTUK	TV
55U7STUK	TV
55U7QTUK	TV
50U7STUK	TV
50U7QTUK	TV
85E8STUK	TV

75E8STUK	TV
75E8QTUK	TV
65E8STUK	TV
65E8QTUK	TV
55E8STUK	TV
55E8QTUK	TV
50E8STUK	TV
50E8QTUK	TV
85Q8STUK	TV
75Q8STUK	TV
65Q8STUK	TV
55Q8STUK	TV
50Q8STUK	TV
65A85QTUK	TV
55A85QTUK	TV
65S7STUK	TV
65S7NQTUK	TV
55S7STUK	TV
55S7NQTUK	TV
100E7STUK PRO	TV
100E7QTUK PRO	TV
85E7STUK PRO	TV
85E7QTUK PRO	TV
75E7STUK PRO	TV
75E7QTUK PRO	TV
65E7STUK PRO	TV
65E7QTUK PRO	TV
55E7STUK PRO	TV
55E7QTUK PRO	TV
50E7STUK PRO	TV
50E7QTUK PRO	TV
43E7STUK PRO	TV
43E7QTUK PRO	TV
100E78STUK PRO	TV
100E78QTUK PRO	TV
85E78STUK PRO	TV
85E78QTUK PRO	TV
75E78STUK PRO	TV
75E78QTUK PRO	TV
65E78STUK PRO	TV
65E78QTUK PRO	TV

55E78STUK PRO	TV
55E78QTUK PRO	TV
50E78STUK PRO	TV
50E78QTUK PRO	TV
43E78STUK PRO	TV
43E78QTUK PRO	TV
L9QTUK	Laser Cinema
PX3TUK-PRO	Laser Cinema
PX3TUK	Laser Cinema
PT1TUK	Laser Cinema
C2TUK-ULTRA	Laser Cinema
C2TUK-PRO	Laser Cinema
C2TUK	Laser Cinema
M2TUK PRO	Laser Cinema
RQ768N4GBE	Refrigeration
RQ768N4GVE	Refrigeration
RQ760N4IFE	Refrigeration
RQ760N4SASE	Refrigeration
RQ760N4SBFE	Refrigeration
RQ758N4SAFE	Refrigeration
RQ758N4SASE	Refrigeration
RQ758N4SWFE	Refrigeration
RQ758N4SWSE	Refrigeration
RQ5P470SYFD	Refrigeration
RQ5P470SYID	Refrigeration
RQ5P470SAFD	Refrigeration
RQ5P470SAID	Refrigeration
RQ5P470SMFE	Refrigeration
RQ5P470SMIE	Refrigeration
RQ5P640SSKD	Refrigeration
RQ5P640SSSD	Refrigeration
RQ5P640SYKD	Refrigeration
RQ5P640SYSYD	Refrigeration
RF9P490GTFE	Refrigeration
RF815N4SEFE	Refrigeration
RF815N4SESE	Refrigeration
RF793N4SASE	Refrigeration
RF728N4SAFE	Refrigeration
RF793N4SASE	Refrigeration
RF749N4SWSE	Refrigeration
RF749N4SWFE	Refrigeration

RF728N4SBFE	Refrigeration
RF728N4SASE	Refrigeration
RF632N4WFE	Refrigeration
RF632N4WIE	Refrigeration
RF632N4AIC1	Refrigeration
RF632N4AIE1	Refrigeration
RF632N4AFC1	Refrigeration
RF632N4AFE2	Refrigeration
RS9P628GPFE	Refrigeration
RS5P668SSCC	Refrigeration
RS5P668SSFC	Refrigeration
RS818N4IFE	Refrigeration
RS818N4IIE	Refrigeration
RS818N4TFC	Refrigeration
RS818N4TFE	Refrigeration
RS818N4TIC	Refrigeration
RS818N4TIE	Refrigeration
RB645N4BIE	Refrigeration
RB645N4BFE	Refrigeration
RB5P410SAFCUK	Refrigeration
RB5P410SACCUK	Refrigeration
RB5K330GSFC	Refrigeration
RB5B280SSWC	Refrigeration
RB5B250SSWC	Refrigeration
RB440N4AFA	Refrigeration
RB440N4ACA	Refrigeration
RB3K330SAIC	Refrigeration
RB3K330SAFC	Refrigeration
RL5K370GSFC	Refrigeration
FT5K310GSFC	Refrigeration

**Hisense FIFA World Cup 2026™ Buy to Win Prize Draw**

## Privacy Policy

### 1. About this document

- 10.3. This Privacy Policy explains what happens with any personal data we gather from you in relation to your participation in Hisense's Hisense FIFA World Cup 2026™ Buy to Win Prize Draw (the "**Promotion**"). Specifically, this Privacy Policy explains what happens to any personal data we gather from you when you enter the Promotion via the Promotion portal at [worldcupwin.hisensepromotions.co.uk](http://worldcupwin.hisensepromotions.co.uk) (the "**Promotion Portal**"), as well as any customer service or other enquiries or information you submit to us in relation to the Promotion, via the Promotion Portal or by telephone or email or other means. This Privacy Policy should be read in conjunction with the applicable Promotion terms and conditions published at the Promotion Portal.
- 10.4. We recognise our obligations under data protection legislation and we are committed to keeping your personal data safe and secure. You should read this Privacy Policy so that you understand how we will handle your personal data. Our aim is to only use and hold your personal data in ways that you would reasonably expect us to.
- 10.5. We reserve the right to amend this Privacy Policy from time to time. If we amend this Privacy Policy we will make you aware of this via updates posted on the Promotion Portal.

### 11. Who we are

- 11.1. We are Hisense UK Limited of Ground Floor, Munroe Court White Rose Office Park, Millshaw Park Lane, Leeds, England, LS11 0EA.
- 11.2. Our registration number with the Information Commissioner's Office is ZA354288.
- 11.3. If you have any questions regarding this Privacy Policy or how we process your personal data please contact us using the details below:

Data Protection Representative: [hr@hisense.co.uk](mailto:hr@hisense.co.uk)

### 12. What personal data do we gather about you?

- 12.1. "**Personal data**" is any information about an individual from which that individual can be identified. It does not include data from which an individual cannot be identified, for example anonymised data. The types of personal data we may collect, use, store and transfer in relation to you may consist of the following:

<b>Data Subject</b>	<b>Types of Personal Data</b>
Participants in the Promotion	Full name, address, e-mail, telephone number.  Proof of purchase (i.e. copy of purchase receipt for a Qualifying Product) as well as Hisense product code, Hisense product serial number, retailer details and date of purchase.  IP Addresses.  Passport or driving licence details (if the Promoter requires the participant to provide evidence of

	identity).
Participants in the Promotions where Hisense deems it necessary to verify their identity	Passport, date of birth, place of birth, sex, photograph, signature, driving licence.
Participants in the Promotion who win a Prize	Passport details, ESTA/visa details, Bank account number and sort code.

**13. How do we collect your personal data?**

13.1. We may collect personal data about you from the following sources: (i) by logging your IP Address when you visit the Promotion Portal; (ii) information you provide to us via the Promotion Portal, by telephone or email; (iii) in some cases (e.g. where we need to do so to validate your entry or where we have reason to believe that information you have provided is fraudulent or incorrect) we may request information from third parties (such as retailers) to verify information or documentation you have provided.

**14. How do we store your personal data and keep it secure?**

14.1. We use reasonable and up to date security methods to: (i) keep your data secure; (ii) prevent unauthorised or unlawful access to your personal data; (iii) prevent the accidental loss of or damage to your personal data.

14.2. All personal data you provide to us is stored on secure servers and in secure filing systems. We have in place policies, procedures and technologies to maintain the security of all personal data from the point of collection to the point of destruction including procedures to deal with a security breach. We will ensure your personal data is only accessible by those who need to see it for their specific role.

14.3. We will only transfer your personal data to a third party if that third party agrees to comply with our procedures and policies or if they have put in place equivalent policies and procedures of their own.

**15. How and why will we use your personal data?**

15.1. We will only process your personal data where: (i) the processing is necessary to comply with our legal obligations; (ii) the processing is necessary for the performance of a contract, e.g. as set out in our Promotion terms and conditions; (iii) the processing is necessary for our legitimate interests or the legitimate interests of third parties; (iv) the processing is necessary for the exercise or defence of legal claims; or (v) we have your consent to do so.

15.2. The table below provides examples of the various ways in which we may use your personal data and which of the legal reasons we rely on when processing your personal data.

<b>Data Subject</b>	<b>Purpose of Processing</b>	<b>Legal Reason for Processing</b>
Participants in the	To administer and operate	Contract

Promotions	the Promotion, to verify Prize Draw entries, conduct the Prize Draw, to arrange delivery of Prizes and to enforce our promotion terms and conditions.	Legitimate Interests (in order to ensure the effective administration of the Promotion in accordance with its terms).
Participants in the Promotion	To investigate (potentially) fraudulent or invalid prize draw entries.	Contract Legitimate Interests (to ensure the fair administration of the Promotion). Legal Claims
Participants in the Promotion	To deal with complaints and disputes and legal claims.	Legitimate Interests (to ensure the fair and effective administration of the Promotion). Legal Claims
Participants in the Promotion (who have provided consent to receive marketing communications)	For marketing purposes (i.e. to send you information about our products and services and other promotions and offers).	Consent

15.3. Where the legal reason for processing is the performance of a contract with you, if you do not provide relevant personal data we will not be able to fulfil our contractual obligation(s) to you and this may have a detrimental impact on you.

15.4. We do not sell or rent personal data which you provide to us.

15.5. If you have any questions about the contents of the above table (for example, if you would like to further understand what our "legitimate interests" are for any specific processing activity) please contact our Data Protection Representative.

16. **How we keep your personal data accurate?**

16.1. We will endeavour to keep the personal data we store about you accurate and up to date. We will take reasonable steps to erase or rectify inaccurate data without delay.

16.2. Please tell us if your personal details change or if you become aware of any inaccuracies in the personal data we hold about you.

16.3. We will contact you if we become aware of any event which is likely to result in a change to your personal data.

17. **How long will we keep your personal data?**

17.1. We will not keep your personal data for longer than is necessary for the purpose(s) for which we process it. This means that data will be destroyed or erased from our systems when it is no longer required.

17.2. For guidance on how long certain data is likely to be kept before being destroyed, contact our Data Protection Representative.

18. **What rights do you have in respect of your personal data?**

18.1. You have the right to: (i) request access to any personal data we hold about you; (ii) request for any inaccurate personal data which we hold about you to be rectified; (iii) request to have your personal data erased; (iv) request to have the processing of your personal data restricted (for example, if you think the personal data we hold about you is inaccurate you can ask us to stop processing it until we will either correct it or confirm it is accurate); (v) request the transfer of your personal data to another controller; (vi) object to certain types of processing, including processing based on legitimate interests, automated processing (which includes profiling) and processing for direct-marketing purposes; and (vii) withdraw consent to the processing of your personal data (where the legal reason for the processing of your personal data was your consent).

18.2. If you wish to exercise any of the rights set out above, you must make the request in writing to our Data Protection Representative. Please note some of these rights are restricted in some circumstances.

19. **Who will have access to the data we hold?**

19.1. Our personnel who need to access your personal data will view it in order that we can operate and administer the Promotion. All of our personnel understand the need to keep your personal data confidential and to use it only for legitimate purposes.

19.2. In addition to our own personnel, other personnel from our service providers may process your personal data on our behalf (for example, third party hosting companies and external software developers).

19.3. We may disclose your personal information to third parties: (i) who are part of the group of companies to which we belong; (ii) if we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets; (iii) if we or substantially all of our assets are acquired by a third party, in which case personal data held by us will be one of the transferred assets; and (iv) if we are under a duty to disclose or share your personal data in order to comply with legal obligations or to protect the rights, property or safety of others.

19.4. If your personal data is provided to any third parties you are entitled to request details of the recipients of your personal data or the categories of recipients of your personal data.

19.5. Apart from the situations referred to above, we will not disclose your personal data to a third party without your consent unless we are satisfied that they are legally entitled to access your personal data.

20. **Transferring your data outside the UK**

20.1. We will not transfer your personal data outside the UK unless such transfer is compliant with data protection legislation. This means that we cannot transfer any of your personal data outside the UK unless: (i) the UK Government and/ or EU Commission has decided that another country or international organisation ensures an adequate level of protection for your personal data; (ii) the transfer of your personal data is subject to appropriate safeguards, which may include binding corporate rules or standard data protection clauses adopted by the UK Government or EU Commission; or (iii) an exception applies (including if you explicitly consent to the proposed transfer).

## 21. **Cookies**

21.1. The Promotion Portal uses cookies to distinguish you from other users of our website. These cookies sometimes process personal data. This helps us to provide you with a good experience when you browse our website and also allows us to improve our website.

21.2. For detailed information on the cookies we use and the purposes for which we use them, please see our Cookie Policy which can be found at <https://hisense.co.uk/cookie-notice/>

## 22. **Right to make a complaint**

22.1. If you have any issues with our processing of your personal data and would like to make a complaint, you may contact us via our Data Protection Representative or the Information Commissioner's Office on 0303 123 1113.

This Privacy Policy was last updated on 26.02.2026.