

Redesigning Alice competition Terms and Conditions

The Redesigning Alice competition as detailed at [<http://www.bl.uk/projects/redesigning-alice>](“Competition”) is operated by the British Library Board of 96 Euston Road, London NW1 2DB, United Kingdom, (“We” “Us” and “Our”). “You” and “Your” shall mean you, the person entering the Competition.

1 General

1.1 If You enter the Competition You are deemed to have agreed to abide by all of the following Terms and Conditions together with any amendments thereto (both of which are non-negotiable) under which the Competition is run, and to be bound by them. We may disqualify You without prior notice if You are in breach of any of these Terms and Conditions or any revised Terms and Conditions that We may from time to time impose.

1.2 We reserve the right to cancel the Competition at any stage if We deem this necessary or circumstances arise that are outside Our control.

2. Entries

2.1 The Competition is open to anyone resident in the United Kingdom with an active Etsy UK Ltd [<https://www.etsy.com/uk/about/>] (“Etsy”) Shop with products available for sale at the time of entry to the Competition, excluding:

- 2.1.1 employees or contractors of the British Library or Etsy; or
- 2.1.2 any person directly or indirectly involved in the running of the Competition, or their direct family members.

Entry is free. Only one entry will be accepted per person.

2.2 Applicants must be aged 18 years or older.

2.3 To enter the Competition, You must:

- 2.3.1 submit Your entry in accordance with the Competition brief at <http://www.bl.uk/projects/redesigning-alice>;
- 2.3.2 ensure that Your product(s) is/are original, inspired by the Alice’s Adventures in Wonderland manuscript (see <http://www.bl.uk/works/alices-adventures-in-wonderland>, and does/do not in any way infringe or misappropriate the copyright or other intellectual property rights, or other rights of any third party;
- 2.3.7 comply with Etsy’s guidelines and manufacturing policies (see <https://www.etsy.com/uk/new-guidelines>); and
- 2.3.9 tick the box to accept these Terms and Conditions when you submit your entry.

2.4 All entries must be received by **09.00 BST on Wednesday 29 April 2015 via the online application form at <http://www.bl.uk/projects/redesigning-alice>**. Any entries received after this will not be considered. We cannot be held responsible for:

- 2.4.1 ineligible or fraudulent entries; or
- 2.4.2 any lost or late entries, due to the Internet even where proof of submission can be provided.

2.5 We will select:

- 2.5.1 a shortlist of entries between **Wednesday 29 April and Wednesday 6 May**.
- 2.5.2 one or more winners. The winner(s) will be contacted personally by email on **Wednesday 13 May 2015**. It will not be possible to notify those entrants that do not win. The winner(s) will be awarded the prize as detailed in the above Competition Details (“Prize”). The judges’ decision

shall be final, and no correspondence shall be entered into. Please see above Competition Details for more information.

2.6 The results of the Competition will be announced on **Monday 18 May 2015** via Our and Etsy's websites and social media.

2.7 The winner(s) accept(s) and agree that:

- 2.7.1 the Prize must be taken as stated, and cannot be deferred, exchanged or redeemed for its value;
- 2.7.2 no alternate to the Prize will be available; and
- 2.7.3. the Prize does not cover any costs incurred by the winner(s), including, but not limited to, travel or materials.

3. Rights and permissions

3.1 If We are unable to contact any winner after making reasonable efforts to do so, or the Prize is unclaimed after 1 month of Us notifying the winner(s) then the Prize will be deemed to have been forfeited, and We reserve the right to either offer the Prize to another entrant.

3.2 In the event that You are a winner, You agree to the following in relation to the Competition:

- 3.2.1 to participate in any publicity planned by the British Library or Etsy, if required; and
- 3.2.2 to allow the posting of Your details on Our website;
- 3.2.3 that We may use any photographs supplied as part of Your entry for publicity/promotion purposes, at Our discretion; and
- 3.2.4 that the Prize will be provided to You, subject to signature of a six-month written agreement between You and Us, based on a "Sale or Return" arrangement, covering aspects including, but not limited to, Your product(s) being ready for sale in the Shop by **1st September 2015**, order quantities, intellectual property rights, and the obligations of the parties concerned.

For the avoidance of doubt, in the event that the above requirements are not met, the Prize will be deemed to have been forfeited, and We reserve the right to offer the Prize to another entrant.

4. Personal Data

4.1 We will only use your email and contact details for the purposes of administering this Competition, and will not publish them or provide them to anyone without Your permission.

4.2 You consent to Us:

- 4.2.1 holding and processing data relating to You for legal, administrative and management purposes; and
- 4.2.2 making such information available to Etsy.

4.3 Any personal data relating to You will be used solely in accordance with current UK data protection legislation and will not be disclosed to another party without Your prior consent. Please see Our Privacy Statement [<http://www.bl.uk/aboutus/terms/privacy/index.html>] for further details.

4.4 Data relating to You will be retained by Us for a reasonable period after the closing date specified in clause 2.4 to assist in the administration of the Competition in a consistent manner and to deal with any queries on the Competition.

5. Applicable Law

5.1 These Terms and Conditions shall be governed by and construed in accordance with English law. You hereby submit to and agree that the sole jurisdiction and venue for any actions that may arise under or in relation to the subject matter hereof shall be the English Courts.