

**Tidal Rum x P&O Cruises Competition**  
**Terms & conditions**

1. The Competition Promoter is Shorts Boy Distillery, Private limited Company Incorporated on 17 July 2018 with company number 11467254 with its registered office 101 New Cavendish Street, 1st Floor South, London, United Kingdom, W1W 6X ("Promoter"). The Prize Provider is Carnival plc trading as P&O Cruises of Carnival House, 100 Harbour Parade, Southampton, SO15 1ST ("P&O Cruises").
2. This competition is only open to UK and Channel Island residents aged 18 or over except for Shorts Boy Distillery/Tidal Rum and P&O Cruises employees and contractors (and their families), and their associated companies, agents, and/or anyone directly connected with those organisations
3. No bulk, third party or automated entries are accepted.
4. No responsibility is accepted for any entries that are incomplete, lost or delayed or are unable to be handed in because of any technical fault or other reason.
5. The start date of the competition is 24 November 2023 at 00:001 and the competition will close Midnight 29 December 2023 via website entry.
6. One winner will be selected at random after the competition has closed
7. The prize is one Caribbean fly-cruise holiday for two adults over the age of 18 sharing one GF grade Balcony onboard P&O Cruises ship 'Arvia' sailing from Barbados on 6th December 2024 for 14 nights (cruise number K426) including onboard experiences, Rum Tasting Masterclass, Spiced Rum Blending Masterclass, Personal tour of the still onboard Arvia where Golden Tide is distilled ("**Prize**")
8. The Prize includes economy class return flights to/from Barbados from a P&O Cruises nominated UK airport, accommodation as set out above, onboard main meals (excluding speciality restaurants for which an additional charge will apply), access to entertainment options and use of most facilities onboard.
9. This Prize does not include transportation to or from UK airport from the Prize winner and/or their guest's homes, travel insurance, drinks, spa treatments, shore excursions, luggage fees, personal expenses, or purchases made onboard. The winner and their guest are required to have adequate travel insurance as a condition of travel.
10. Onboard experiences including Rum Tasting Masterclass, Spiced Rum Blending Masterclass, Personal tour of the still onboard Arvia where Golden Tide is distilled are subject to change without notice. Specific details of the experience will be confirmed by promoter before travel
11. The Prize does not include costs of any kind whatsoever incurred incidental to the fulfilment of the Prize. All such costs or expenditure shall be entirely the responsibility of the winner. It shall be the responsibility of the winner to ascertain before travelling that the Prize meets their and their guest's access needs.
12. The winner and their guest will be bound by P&O Cruises booking terms and conditions which can be viewed at <https://www.pocruises.com/legal-and-privacy/booking-terms-and-conditions>. Both persons traveling must have a full, valid passport (with remaining validity of not less than 6

months on the date of travel) and must meet all relevant travel requirements, including obtaining any necessary vaccinations and visas required for the Prize.

13. If you accept a Prize, you will be responsible for all applicable taxes related to accepting the prize, if any. Neither the Promotor nor P&O Cruises accepts no responsibility for any costs associated with the Prize and not specifically included in the Prize (including, without limitation, travel).
14. Rum experiences onboard are subject onboard commitments and may be subject to change without notice. Specific details of the experience will be confirmed before travel.
15. The winner may be requested to take part in publicity.
16. The Prize is non-transferable and non-exchangeable valid upon confirmation with P&O Cruises. No cash alternative is available for the Prize or any included element.
17. To enter the competition entrants must do one of the following before the competition closes. No purchase is necessary to enter the competition.
  1. Visit the online competition page at <https://tidalrum.je/pages/theultimaterumholidaycompetition> and complete the details shown there. No purchase is necessary to enter the competition.
  2. For every order of Golden Tide from [www.tidalrum.je](http://www.tidalrum.je), the purchaser will receive 5 entries. This is restricted to one order per entrant. Purchases must also opt into the competition at the time of purchase to qualify.
  3. For every entry instigated via the Tidal Rum official Competition Promotion social media post – whether on Facebook or Instagram or LinkedIn – entrants will receive an extra entry. To qualify, entrants must tag Tidal Rum on the public social media post for the competition and also follow one of the following Tidal Rum social media accounts INSTAGRAM: @tidalrum, FACEBOOK: <https://www.facebook.com/TidalRum>, Linked IN: [linkedin.com/company/tidal-rum](https://www.linkedin.com/company/tidal-rum). Once a tagged post and the relevant account has been followed entrants must visit the competition page at: <https://tidalrum.je/pages/theultimaterumholidaycompetition> and confirm which social media profile account they have used on their Competition entry form. For every entry instigated via this route entrants will receive an extra entry to the competition
18. The prize cannot be exchanged for a cash prize and Should the Prize become unavailable a substitute of equal value shall be provided by the Promoter. Promoter reserves the right at their discretion to replace the Prize with an alternative prize of equal or higher value if circumstances beyond Promoter’s control make it necessary to do so, including, but not limited to the cancellation of the Prize in accordance with any government guidelines. Access to all amenities onboard is subject to any restrictions P&O Cruises sees fit to apply.
19. The winner will be contacted via email within 14 days of closing date by the Promoter and details passed onto P&O Cruises for the purpose of fulfilling the Prize. Only the winner will be contacted personally.
20. The booking of the Prize will be arranged by the winner with P&O Cruises directly using the instructions given by the Promoter and within the timeframes stipulated. The Promoter is under no obligation to provide the Prize if a booking is not made in accordance with the terms of the competition.

21. If no response is received by the Promoter from the winner within 14 days of email, we cannot guarantee that the Prize will still be available. The Promoter shall be entitled to select and notify in writing a replacement winner. A replacement winner must respond to notification of their win within 14 days of the date of their written notification, failing which they will forfeit their prize. If a winner rejects their prize, their entry is invalid or they are in breach of these terms, or if a winner is unable to claim their prize for any other reason, the winner's prize will be forfeited and the Promoter shall be entitled to select another winner. The Promoter does not accept any liability to any winner who for whatever reason does not redeem or take up the prize.
22. The Promoter will use the personal data you provide for the purpose of administering this Prize Draw and to facilitate the redemption of prizes. If you win, you agree that the Promoter may pass your personal data to P&O Cruises for the purpose of notifying you of a Prize win. If you have also elected to receive news and information on offers from the Promoter or P&O Cruises, you agree that the personal data you provide will also be used for this purpose and that the Promoter may pass your personal data to P&O Cruises to allow their delivery of news and information on offers to you.
23. Personal data will be processed in accordance with the Promoter's privacy notice available at <https://tidalrum.je/policies/terms-of-service> and, if applicable, P&O Cruises Privacy notice available at [pocruises.com/privacy](http://pocruises.com/privacy)
24. This compensation is governed by English law and is subject to the exclusive jurisdiction of the courts of England and Wales.
25. The surname and county of the prize winner will be available from the Promoter by sending an email including the name of the competition to [info@tidalrum.je](mailto:info@tidalrum.je) . If you object to any or all of your surname, county and winning entry being made available, please contact the Promoter at [info@tidalrum.je](mailto:info@tidalrum.je) . In such circumstances, the Promoter must still provide the information and winning entry to the Advertising Standards Authority on request.