



**DUTCH LADY**  
**#dutchladymy #strongstart #dutchladybreakfastchallenge**

## **TERMS AND CONDITIONS**

### **Eligibility and Contest Period**

1. The Dutch Lady #strongstart #dutchladybreakfastchallenge ("Contest") will run from **Oct 8th – Nov 11th (11:59pm)** ("Contest Period"). Dutch Lady Milk Industries Berhad (5063-V) ("Organiser") reserves the right to shorten or extend the Contest Period without prior notice. Participants agree to be bound to any such changes. All entries received outside the Contest Period shall be automatically disqualified. Dutch Lady Milk Industries Berhad's (5063-V) decision shall be final and binding, therefore no correspondence shall be entertained.

2. This Contest is open to all residents of Malaysia above 18 years of age except the employees and immediate family members of the Organiser, including the employees and immediate family members of its affiliated and/or related companies, distributors, advertising and promotion agencies. By participating in this contest, you agree to comply with these terms and conditions. The Organiser shall not be liable for any loss, damage or expense arising from your participation, howsoever arising.

### **How To Participate**

1. Take a photo of your breakfast paired with Dutch Lady PureFarm Milk products (1L / 200ml)
2. Upload the photo on your personal Facebook account with the hashtag #dutchladymy #strongstart #dutchladybreakfastchallenge and tag @DutchLadyMalaysia
3. Set your post to Public and continue all 3-themed breakfast challenge **from Oct 8<sup>th</sup> – Nov 11<sup>th</sup>**
4. Theme 1 : Quick Grab (Oct 8<sup>th</sup> – Oct 19<sup>th</sup>)  
Theme 2 : Easy Feast (Oct 20<sup>th</sup> – Oct 28<sup>th</sup>)  
Theme 3 : Fave Brekkie (Oct 29<sup>th</sup> – Nov 11<sup>th</sup>)

The Organiser reserves the right to disqualify any incomplete and late entries. The Organiser and the companies involved in this contest shall not be held liable in any way for delays, non-deliveries and/or interruptions of the pictures sent or received via any Facebook account and shall not be held responsible for any unauthorised use of the Facebook account in conjunction with the contest. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behaviour is strictly prohibited.

### **Winners' Selection**

- 1. 1 Grand Prize Winner**
  - 3D2N at Pangkor Laut Resort with a unique breakfast experience worth more than MYR19,000
  - A Dutch Lady Strong Start Box
  - MYR2,000 shopping voucher
- 2. 10 Winners for each Theme**
  - A Dutch Lady Strong Start Box
  - MYR500 shopping voucher

For more details, please refer to "How To Participate".

There will be ONE Grand Prize Winner and 10 Winners for each Theme who will be selected by the Organiser via the Organiser's Facebook page (<https://www.facebook.com/spread.the.goodness.of.milk/>). Once you have been chosen as the winner, you will have to message the Organiser via Facebook Inbox (<https://www.facebook.com/spread.the.goodness.of.milk/>) and provide your details (Name, I/C No., Contact No., E-mail Address, and Home Mailing Address) for prize redemption purposes. Should you fail to respond or contact the Organiser within 72 hours of the Winner announcement date, the Organiser will proceed to pick another Winner. The Organiser is not responsible and will not be held liable in the event that any of the Winners are unreachable as a result of an invalid contact information provided by the participant or cannot be contacted for whatsoever reason.



The Organiser reserves the right to replace the prizes with another prize of equal or lesser value. Winners hereby irrevocably agree and give consent to the Organiser to publish any matter related to and arising from the entries including and not limited to the Winners' names, interviews, and photographs for current and future advertising and promotional purposes.

## **Prizes**

### **1. 1 Grand Prize Winner**

- 3D2N at Pangkor Laut Resort with a unique breakfast experience worth more than MYR19,000
- A Dutch Lady Strong Start Box
- MYR2,000 shopping voucher

### **2. 10 Winners for each Theme**

- A Dutch Lady Strong Start Box
- MYR500 shopping voucher

All prizes must be claimed by winners and are non-transferable, and redeemed within 90 days after winner announcement and verification unless otherwise stated in the contest's official rules. For prizes that are date specific (i.e. trips), the winner(s) must give a 30 days advance notice for travel bookings and restrictions and is required to be available on the dates specified. For prizes that are to be collected, the winner(s) must give a 14 days advance notice for self collection. All unclaimed prizes will be forfeited by The Organiser after the event.

The Organiser reserves the right to substitute any prize with that of a similar value at any time without prior notice. All prizes are NOT transferable, refundable or exchangeable in any other form for whatever reason. The value of the prize is correct at the time of printing. All prizes are given on an "as is" basis. The Organiser disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method for the prizes.

Participants shall assume full liability and responsibility in case of any accident, injury, damage or claim resulting from participation in this Contest and from redemption and usage of the prizes.

By participating in this Contest, participants consent to give their personal information and the Organiser and/or its affiliates reserves the right to publish, use the participants' and winners' names and/or photographs (including but not limited to the Grand Prize Winner) plus their entries for purposes of publicity, advertising and/or trade without further compensation or notice and each participant is not entitled to make any claims, monetary or otherwise, for the use of their entries by the Organiser.

The Organiser collects personal identifiable information to provide services or to correspond with the participant. This information is stored in a manner appropriate to the nature of the data by the Organiser and is used to fulfil the participant's request(s). By submission of the participant's personal information, by the participant is deemed to have given permission to the Organiser and/or its authorised agents to use this information for the purpose of present and future marketing and promotional purposes and to improve its products and services. If the participant informs the Organiser via Careline at 1-800-88-1191 or at [dutchladycareline@frieslandcampina.com](mailto:dutchladycareline@frieslandcampina.com) that the above information should not be used as a basis for further contact, the Organiser will respect the participant's request. The participant's information will not be provided or shared with other company or partners for their independent use. For The Organiser's full Personal Data Protection Act Compliant Notice, please refer to The Organiser's website at [www.dutchlady.com.my](http://www.dutchlady.com.my).

By participating in this Contest, participants agree to be bound by the official Terms and Conditions and decisions of the Organiser.

The Organiser reserves the right to amend, delete or add to these Terms and Conditions without any prior notice, at any time, and the participants shall be bound to such changes.

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