

## Terms and Conditions for the Hallmark and Woodland Trust Photo Competition

We want you to help us celebrate our partnership with the Woodland Trust by visiting your local woods and photographing British native trees and woodland. Win the opportunity to have your photograph and name featured on a Hallmark greeting card in 2023. We are looking for 6 winners to feature in a collection of photo cards that highlight the beauty of native British trees and woodland.

This competition is being run by Hallmark Cards Plc (“**Hallmark**”) of Dawson Lane, Bradford BD4 6HN, in conjunction with the Woodland Trust. Six winners will be selected, with prizes of 1 x the full 6 card collection from Hallmark, 1 x Woodland Trust hedgehog shopping bag, 1 x Luxury Woodland Trust A6 Jotter Pad, 1 x Woodland Trust Birds Swatch Book, 1 x Woodland Trust Leaf Swatch Book, 1 x Woodland Trust Reusable rCUP to each winner. Each winning entry will appear on greeting cards sold in aid of the Woodland Trust, which will also include the photographer’s name and the location where the photograph was taken.

The full rules for entering the competition are below:

### GENERAL RULES

1. We’re looking for beautiful photographs that show off the best of our native British trees and woodland.
2. Images should be taken in local woodland, public parks, or in other publicly accessible land. You can find your nearest woodland using this [Find A Wood - Visiting Woods - Woodland Trust](#) handy website and identify native British Trees using this great link [British Native Trees - Woodland Trust](#).
3. Please take your photographs responsibly; respect wildlife habitats and follow the countryside code; <https://www.gov.uk/government/publications/the-countryside-code>
4. Entrants – including those using drones – must, where necessary, have permission from the landowners to be on their land. They should be ready to provide proof if asked to do so by the competition organisers.
5. Photographs entered must be taken in the UK, the Channel Islands or the Isle of Man and should be 300dpi with a min size of 203mm x 270mm, please note that images may be cropped to fit a 160mm x 160mm card format.
6. Entrants must be 18 years old or over at the closing date (see 8 below).
7. Entrants can submit up to 5 photos in total.
8. To qualify for entry, photos must be emailed to [connected@hallmark-uk.com](mailto:connected@hallmark-uk.com) before midnight on 30<sup>th</sup> April 2023 with the subject line [Hallmark Photography Competition](#), with your name and photograph location included in the email. Entries received after this date and time will not be considered. Please ensure you allow at least an hour before the closing time to ensure that your email reaches us in time.
9. Hallmark cannot accept any responsibility for any problem with the internet service provider, network or other system which may result in any entry being delayed or not properly registered.
10. You can enter images that have had blemishes removed. You can have worked on the colour or enhanced the image for the sake of the composition. You can also crop the image to improve composition.
11. Hard copies of photographs received by post are ineligible.
12. Composite images, where two or more separate photographs are brought into the same image, or an image is superimposed onto another are ineligible.
13. Entries which have already won national or international competitions are ineligible.
14. Photographs which have been sold to consumers, either directly or indirectly prior to the closing date are ineligible.

15. The competition is open to UK residents only (including residents of the Channel Islands and Isle of Man). Employees of the Woodland Trust and Hallmark, as well as their immediate families are not eligible to enter.
16. Entrants should not be professional photographers. We would consider anyone who makes more than half their annual income from selling their photographs to be a professional photographer.
17. Entries must be your own work.
18. Unsuccessful entrants will not be contacted and no feedback on any entry will be provided.
19. All photographs should feature British native trees or woodland.
20. No signage or branding should be visible.
21. No people should be present in the images.
22. Photographs will be judged as follows:

#### **Criteria**

- Composition
- Originality
- Points of Interest
- Use of Colour
- Lighting
- Technical Quality

#### **Stages**

Stage One – all entries will be reviewed by a panel of leaders from across Hallmark who will select a shortlist of 12 photos. The shortlist will be approved by the Woodland Trust.

Stage Two – the shortlisted entries will be shared with employees of Hallmark who will vote for their favourites, using the judging criteria. The top 6 images selected in the vote will be the winning photographs. The judges' decisions will be final and no correspondence can be entered into.

Each of the winners will be contacted by a member of the Hallmark team within 3 weeks of entries closing. They will be contacted via email by [connected@hallmark-uk.com](mailto:connected@hallmark-uk.com)

If, after reasonable attempts, a winning entrant cannot be contacted, Hallmark reserves the right to offer the prize to a runner-up.

23. All entries must be the original work of the entrant and must not infringe the rights of any other party. The entrants must be the sole owner of copyright in all photographs entered. Where a residential or commercial property, belonging to someone other than the photographer is featured, or it has been taken on private land the photographer must seek permission and be prepared to provide written consent, when requested by Hallmark. Entrants must not have breached any laws when taking their photographs.
24. Entrants will retain copyright in the photographs that they submit to Hallmark. By entering the competition all entrants grant to Hallmark the right to publish and exhibit their photographs on Hallmark's website and social media channels in perpetuity and the right to edit the photographs for this purpose. Entrants waive any moral rights that they have in the photographs.
25. In addition to the rights granted in paragraph 22 above, entrants whose photographs are one of the winning 6 also grant to Hallmark the further rights to publish and exhibit in print, on their websites or in any other media in perpetuity. No fees will be payable for the above uses.

26. By entering this competition, you agree that Hallmark may use your name to credit you as the photographer on any published media as paragraph 23 above. For more information about how we will use your information [visit this link](#).
27. By entering, entrants will be deemed to have agreed to be bound by these rules and Hallmark reserves the right to exclude any entry from the competition at any time and in its absolute discretion if it has reason to believe that an entrant has breached these rules, acted fraudulently in any way or brings Hallmark into disrepute.
28. Hallmark reserves the right to cancel this competition or change the rules at any stage, if deemed necessary in its opinion and due to circumstances beyond its control.
29. These rules are governed by the laws of England and Wales.

## USE OF YOUR INFORMATION

- a. Hallmark Cards Plc is the data controller. Our contact details are Hallmark Cards Plc, Dawson Lane, Bradford BD4 6HN. We will use your information to administer the competition (on the legal basis of our legitimate interests for the purpose of our regulatory and compliance obligations in delivering the competition). We will use your name and contact details to contact you if you win and for our reasonable promotional and publicity about the winner (on the legal basis of your consent).
- b. By entering the competition you agree to participate without charge in reasonable promotional activity if you win such as being featured in website articles and on our social media channels.
- c. We are required to keep records and publish or provide on request the name and basic details about any winner PR or social media around the winner's story. If you are a winner, we will keep a record of your information for up to six years. If you are not a winner, we will delete your information within 12 months of the closing date of the competition. We will not transfer your data outside of the European Economic Area.
- d. You have rights to request: (i) a copy of your personal information; (ii) corrections to it; or (iii) erasure of it. You also have other legal rights, including a right to withdraw your consent, to object to our use of your information or to complain about the use of your data to the Information Commissioner's Office. Full details are set out in our Privacy Policy which is available at <https://www.hallmark.co.uk/privacy/> or by contacting us on email at [GDPR@hallmark.com](mailto:GDPR@hallmark.com) or via post at Hallmark Cards, Dawson Lane, Bradford BD4 6HN.
- e. If you do not provide your information to us or you request that we erase your personal information prior to the judging taking place, you will not be able to participate in the competition. Where we rely on your consent to process your personal information, as outlined above, you are free to withdraw this at any time.