

These Terms and Conditions apply to both:
- The Lexicon Christmas Trail 2026, and
- The Lexicon Christmas Photographic Competition 2026 (together referred to as the "Promotions").

By entering either Promotion, participants agree to be bound by these Terms and Conditions.

1. **Promoter**
   The Promoter is The Lexicon, The Lexicon Management Suite, The Avenue Car Park, Bracknell RG12 1AP

2. **Promotion Period**
   Both Promotions open at 9:00am on Saturday 21 November 2026 and close at 11.59pm on Sunday 3 January 2027. Entries received after the closing date will not be included.

3. **Eligibility**
   - Children are welcome to take part, but entries for anyone under 18 must be submitted by a parent or legal guardian aged 18 or over.
   - For the Christmas Trail and for the Christmas Photographic Competition, entrants must be residents of Berkshire or neighbouring counties.
   - Employees of The Lexicon, its managing agents, retailers, agencies, contractors involved in the administration of the Promotions, and their immediate family members or members of the same household, are not eligible to enter.
   - No purchase is necessary.

4. **Christmas Trail 2026**
   To enter the Christmas Trail:
   - Participants must locate the five Seedling Sprites featured around The Lexicon.
   - Participants must identify the required magic word.
   - Participants must submit a wish through the designated form on The Lexicon website.
   - Entrants must explain in no more than 100 words:
     - who they are nominating,
     - what they would like them to receive, and
     - why they deserve a special treat.

   The Promoter reserves the right to reject incomplete, illegible or fraudulent entries.

5. **Christmas Photographic Competition 2026**
   To enter the Christmas Photographic Competition:
   - Entrants must either:
     - tag @thelexiconbracknell in a photograph posted on a public Instagram account;
     - or email their photograph to marketing@thelexiconbracknell.com during the Promotion Period.
   - Entrants are responsible for ensuring their Instagram account is public at the time of entry if entering via Instagram.
   - Entrants must own the copyright in their photograph and have obtained any necessary permissions from individuals featured in the image.

6. **Prizes**
   Christmas Trail
   - Up to ten winners will be selected.
   - Each winning nominee may receive a wish or prize sourced from retailers or businesses located within The Lexicon, up to a maximum value of £100 per winner.

   Christmas Photographic Competition
   - Five winners will each receive a £50 gift card from The Lexicon.

7. **Winner Selection**
   - Christmas Trail entries will be judged by a panel appointed by The Lexicon and selected during the week commencing 11 January 2027.
   - Entries will be assessed on visibility and the strength of the nomination provided.
   - Christmas Photographic Competition winners will be selected every week (w/e 6, 13, 20 and 27 December and 3 January) by a panel appointed by The Lexicon.
   - The judges' decisions are final.

8. **Winner Notification**
   - Winners will be contacted using the contact details supplied with their entry.
   - Winners must respond within 48 hours of notification.
   - If a winner does not respond within 48 hours, cannot be contacted after reasonable attempts, or is found to be ineligible, the Promoter reserves the right to select an alternative winner.

9. **Prize Collection**
   - Prizes must be collected from: The Lexicon Management Suite, Lower Ground Floor, The Avenue Car Park, Bracknell RG12 1AP. The prizes cannot be posted to the winners.
   - Winners may be required to provide identification when collecting their prize.
   - Prizes must be collected within two weeks of notification unless otherwise agreed by the Promoter.
   - Prizes are non-transferable and no cash alternative is available.
   - The Promoter reserves the right to substitute a prize with one of equal or greater value where circumstances beyond its reasonable control make this necessary.

10. **Use of Photographs**
    By entering the Christmas Photographic Competition, entrants grant The Lexicon a non-exclusive, royalty-free licence to publish, reproduce and share submitted photographs on The Lexicon's website, social media channels and promotional materials for marketing and publicity purposes. Copyright remains with the entrant.

11. **Publicity**
    The Promoter may request that winners participate in reasonable publicity relating to the Promotions. Participation in publicity is voluntary and winners may decline without affecting their entitlement to the prize.

12. **Acceptable Conduct**
    The Promoter reserves the right to remove or reject entries which:
    - contain offensive, abusive, defamatory, discriminatory or unlawful content;
    - infringe the intellectual property rights of a third party;
    - contain material that may bring the Promoter into disrepute; or
    - are believed to have been submitted fraudulently or through manipulation of the Promotion.

13. **Limitation of Liability**
    Nothing in these Terms and Conditions limits or excludes liability for:
    - death or personal injury caused by negligence/fraud or fraudulent misrepresentation/any liability which cannot legally be excluded under applicable law.

    Subject to the above, the Promoter shall not be responsible for:
    - technical failures affecting entry submission/lost, delayed, incomplete or corrupted entries/network, website or platform failures/events beyond its reasonable control that affect the administration of the Promotions.

14. **Data Protection**
    The Promoter will process personal data in accordance with applicable UK data protection legislation, including the UK GDPR and Data Protection Act 2018.

    Personal information supplied for the Promotions will be used solely for administering the Promotions, contacting winners and awarding prizes.

    Winner details will be retained only for as long as reasonably necessary for these purposes and to comply with legal obligations.

    For information about how The Lexicon processes personal data, please refer to The Lexicon Privacy Policy.

15. **Winner Information**
    To comply with advertising and promotion regulations, the surname and county of prize winners may be made available on request. Anyone wishing to obtain winner information should write to: The Lexicon Christmas Promotions 2026, The Lexicon Management Suite, The Avenue Car Park, Bracknell RG12 1AP within 30 days of the closing date.

    If a winner objects to all or part of their information being made available, they should notify the Promoter when accepting their prize. The Promoter may nevertheless disclose information where required to do so by law or regulatory authorities.

16. **Changes to the Promotions**
    The Promoter reserves the right to cancel, amend, suspend or withdraw either Promotion where it becomes necessary to do so due to circumstances beyond its reasonable control. Any material changes will be communicated as soon as reasonably possible.

17. **General**
    - Entries that do not comply with these Terms and Conditions may be disqualified.
    - If any provision of these Terms and Conditions is found to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.
    - These Terms and Conditions are governed by the laws of England and Wales.
    - Any disputes arising in connection with the Promotions shall be subject to the non-exclusive jurisdiction of the courts of England and Wales.

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