

Agriculture Tyre promotion – Incentivesmart

1. This promotion is open to all UK (excluding Northern Ireland) and Republic of Ireland residents aged 18 and over, except employees of the Promoter and its group, their families, agents or any third party directly associated with administration of this promotion.
2. To qualify for the Promotion claimants must purchase 2 or 4 MICHELIN Agricultural tyres listed in section “Appendix 1”, in one transaction between 1st July 2022 and 31st of July 2022 (inclusive) from a participating dealer. A list of participating dealers can be found at <https://business.michelin.co.uk/offers-michelin>. If claimants are in doubt, please ask your tyre dealer if your purchase will qualify for this Promotion in advance of purchase.
3. Promotion limited to one claim per customer. Only one claim per transaction. Purchase 2 eligible MICHELIN Agricultural tyres to receive 1 x MICHELIN Wireless Earbuds and 1 x MICHELIN metal drink bottle. Purchase 4 or more eligible MICHELIN Agricultural tyres to receive 1 x MICHELIN branded overalls.
4. Internet access is required.
To redeem the reward claimants are required to:
 - Complete entry form found at <https://business.michelin.co.uk/offers-michelin>
 - Upload on the form a clear and legible purchase invoice highlighting the tyres purchased;
5. The purchase invoice must legibly include: (i) the claimant’s name/company, (ii) the tyre purchase details; and (iii) a visible invoice number. A cash register ticket or credit card receipt is not sufficient to make a claim. Without proof of invoice, applications will not be fulfilled.
6. All claims must be submitted no later than midnight on 31st August 2022. Claims received after this date will be processed and will be declined.
7. By participating in the Promotion, claimants agree to be bound by these terms and conditions and by any other requirements set out in the promotional material. The Promoter reserves the right to refuse entry or refuse to fulfil to promotion to anyone in breach of these terms.
8. Rewards are subject to availability (including colours and sizes available) and is non-exchangeable, non-transferable and no cash alternative is offered. Some Rewards are customisable and cannot be returned or replaced.
9. The Promoter will not be responsible for any tax liability arising as a result of any incentive awards made in connection with this Promotion. Rewards earned from this incentive program may be taxable in kind, for example, if provided to employees. The Promoter may be required to notify HMRC of those receiving such rewards.
10. The Promoter reserves the right to replace the reward with an alternative reward of equal or higher value if circumstances beyond the Promoter's control make it necessary to do so.
11. To the extent permitted by law, the Promoter, its agents, or distributors will not in any circumstances be responsible or liable to compensate a claimant or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the reward except where it is directly caused by the negligence of the Promoter, its agents or distributors or that of their employees. Claimants’ statutory rights are not affected.

12. The Promoter reserves the right to hold void, cancel, suspend, or amend this Promotion where it becomes necessary to do so. The Promoter's decision is final.
13. This Promotion is governed by English law and the parties submit to the exclusive jurisdiction of the English courts.
14. By participating in this Promotion, claimants will submit personal data on the Portal to a third party Incentivesmart Ltd ("Incentivesmart") Micheli will then process the claims and to check the validity of the claims (where applicable). Personal data supplied during the course of this Promotion will be collected by Incentivesmart only insofar as required for management of the Promotion. Personal data will be provided to Brand Additions who are responsible for the fulfilment and deliver of the rewards. Please see further details in the privacy statement set out below. Claimants will receive the rewards by post within eight weeks of submitting their claim.
15. Promoter: Michelin Tyre PLC of Campbell Road, Stoke-on-Trent, ST4 4EY.

Appendix 1:

ELIGIBLE MICHELIN TYRE PATTERNS:

Compact Line:

Power Digger, BibSteel AT, BibSteel HS, Power CL, XMCL, BibLoad HS, CrossGrip, XM47, XF, XZSL

High Horse Power:

AgriBib2, MachXBib, RoadBib, YieldBib, AxioBib, AxioBib 2

Low Horse Power:

AgriBib, OmniBib, MultiBib, XeoBib, XM108

Harvester:

MegaXBib, MegaXBib 2, CereXBib, CereXBib 2, FloatXBib

Sprayers:

AgriBib RC, SprayBib

Trailers/Implements:

XS, XP27, CargoXBib HD, CargoXBib HF, CargoXBib, TrailXBib

Privacy Statement

General – Michelin Tyre plc (“Michelin”) acts as a Data Controller. You can contact Michelin’s data protection officer by emailing legal.general@michelin.com. You can request access to your data, update any inaccurate or incomplete data, object to the processing of your data, request the deletion or removal of personal data and restrict the processing of your personal data. Further information on your rights can be found by visiting the Information Commissioner’s Office website www.ico.org.uk or the Data Protection Commission in Ireland at <https://www.dataprotection.ie/> . If you are not happy with how we deal with your personal data, you have the right to lodge a complaint with the ICO or DPC. For further details about how Michelin processes your data, please see <https://www.michelin.co.uk/web-content/privacy>.

Promotion - personal data collected for the purpose of administering the promotion is being collected directly by Michelin. Such data processing is being carried out solely to administer the promotion and to verify the information provided. Personal data may be shared with third parties in order to deliver the prize. The Promoter will process claimants’ data based on the Promotion’s terms and conditions. The Promoter will only retain claimants’ information for 3 months after the end of the Promotion. Personal data collected for the purpose of administering the promotion is being collected directly by Incentivesmart Ltd (“Incentivesmart”). Personal data will be provided to Brand Additions to fulfil the Michelin rewards on Michelin’s behalf. Personal data will solely be used to administer the promotion as a Data Processor and will not be used for any other purpose. The Promoter will process claimants’ data based on the Promotion’s terms and conditions.

Marketing – if you select to receive marketing, Michelin will use your consent as the legal basis for collecting your information as requested for marketing purposes. Michelin will generally retain your information until you choose to unsubscribe. However, if we have not heard from you for a while or notice that you have not opened our emails etc. in a period of 36 months, we will remove your details from our database. You can withdraw your consent at any time by contacting us at legal.general@michelin.com or by clicking the unsubscribe link in any marketing email.