**mydentist, Cottage Dental Practice, 6-8 Chapel Lane, Kirkby Lonsdale, Cumbria, United Kingdom, LA6 2AL (the “Practice”)**

**Smile Makeovers & Airflow Treatment Prize Draw**

**Terms & Conditions – 01st July 2025**

1. The promoter of the offer is Whitecross Dental Care Limited trading as {my}dentist, a company incorporated in England and Wales with registration number 244415 and with its registered office address at Europa House, Europa Trading Estate, Stoneclough Road, Kearsley, Manchester M26 1GG (the “Promoter”).
2. To be eligible participants must attend a pre-booked appointment at the Practice for a Hygiene Appointment with Dr Jennifer Naylor (costing £70) on 01st July 2025 (when the offer shall automatically close).
3. All eligible participants who have complied with paragraph 2 above will be entered into a prize draw (unless the participant notifies the Practice that they do not wish to enter the prize draw).
4. The prize is a Free Airflow Treatment worth £100 (the “Prize”).
5. The Promoter reserves the right to amend the specification of the Prize.
6. No cash alternative to the Prize will be available and the Prize, nor any element of it, is not transferable.
7. The prize draw is open to all UK residents over the age of 18 who comply with paragraph 2 above. It is not open to any employees of (or clinicians engaged by) the mydentist Group, or any members of their immediate families. Participants will be verified for eligibility. A maximum of 10 appointments will be available for the treatment on a first come first served basis.
8. The winner shall be chosen at random by the Promoter on or around the [date] (the “Draw Date”) from all eligible participants. The draw will be conducted in accordance with the laws of chance and will be independently generated. If a non-conforming entry is drawn it shall be disqualified and that ineligible entrant shall not be awarded the Prize.
9. The Practice will announce the winner on the Draw Date on social media and will also make reasonable efforts to contact the winner directly. The winner must contact the Practice within 7 calendar days of the announcement to claim their Prize. If the winner does not respond to the Practice within this timeframe the winner’s Prize will be forfeited and the Promoter will be entitled to select another winner in accordance with the process described above.
10. Personal data supplied during the course of this promotion will only be processed as set out in the Promoter’s privacy policy. Please see condition 9 above with regard to the announcement of winners.
11. Participants are deemed to have accepted and agreed to be bound by these terms and conditions upon entry. The Promoter reserves the right to refuse entry, or to refuse to award the Prize, to anyone who breaches these terms and conditions.
12. Only one eligible treatment will be accepted per person.