

## **Terms and Conditions –Yoto’s ultimate reading bundle competition**

### **Entering the Competition**

1. The Yoto’s ultimate reading bundle prize draw competition (the “**Competition**”) is open to UK and Republic of Ireland residents aged between 3 and 18 years. World Book Day Limited (“**WBD**” or the “**Promoter**”) cannot accept entries from entrants aged under 16 and parents or guardians must enter on their behalf.
2. The Competition is not open to employees or agents of World Book Day, their group companies, affiliates, or commercial partners (including but not limited to World Book Day Ltd, The Publisher’s Association, National Book Tokens Ltd, The Booksellers Association, Yoto or their respective family members (spouse, parents, siblings and children) and household members, or anyone else connected to the Competition).
3. Entrants into the Competition shall be deemed to have accepted these Terms and Conditions.
4. To enter the Competition you must fill in the online entry form with the required details. No purchase is necessary. If you have any questions about how to enter or otherwise in connection with the Competition, please email us at [hi@worldbookday.com](mailto:hi@worldbookday.com) with “Yoto’s ultimate reading bundle competition” in the subject line.
5. Only one entry will be permitted per person. No entrant may win more than one prize. You are responsible for the cost (if any) of sending your Competition entry to us. The winner and runners-up shall be the owners of the email address from which the selected winning entries are sent.
6. World Book Day accepts no responsibility for entries that are lost, delayed, misdirected or incomplete or cannot be delivered or entered for any technical or other reason. Proof of posting, sending or delivery of the entry is not proof of receipt by World Book Day.
7. The Competition opens at 00:01 on 12th February 2026 and closes at 23:59 GMT on 15th March 2026. Entries received outside this time period will not be considered.
8. By submitting an entry to the Competition, you give World Book Day the right to use your name and county of residence only for the sole purpose of identifying you as the winner or runner-up of the Competition.
9. We may disqualify your Competition entry for the following reasons:
  - a. your entry does not comply with these Terms and Conditions;
  - b. you have not obtained the consent detailed in paragraphs 1;
  - c. you are not eligible to enter the Competition; or
  - d. you cannot be contacted using the contact details you provided (in accordance with paragraph 15 of these Terms and Conditions).

In the event of disqualification, we may select a new winner or runner-up (as applicable) in accordance with the selection processes outlined below.

### **Picking the winners**

10. The Promoter will draw 20 winning entries from all valid entries received in accordance with these Terms and Conditions.

11. The Promoter will draw the winner and runners-up on or after 15th March 2026. The Promoter's decision is final and no correspondence will be entered into.

### **The Prizes**

12. Only one winner per household. Other than specified below, World Book Day accepts no responsibility for any costs associated with the prize that are not expressly included in the prize.

13. The first 20 entries drawn will be the winners.

The prize package includes:

- One Yoto Player
- £200 voucher to spend on Yoto Cards on yotoplay.com

Other than those specified above, the promoter shall not be liable for any costs or expenses arising out of or in any way connected with this prize and does not accept any responsibility for any damage, loss or disappointment suffered by the winner as result of accepting this prize.

15. The winners will be notified by email on or after 15th March 2026 and given details of how to claim their prize. If a winner or runner-up does not respond to WBD within 14 days of being notified of their win, the prize will be forfeited and WBD shall be entitled to select another winner or runner-up (as applicable) in accordance with the process described above (and that winner or runner-up (as applicable) will have to respond to notification of their win within 14 days or else they will also forfeit their prize). If a winner or runner-up rejects their prize or the entry is invalid or in breach of these terms, the prize will be forfeited and World Book Day shall be entitled to select another winner.

16. The prizes will be sent to the winner and runners-up within one month of receipt of address details from the winners.

17. The prizes are non-exchangeable, non-transferable and not redeemable for cash or any other prize.

### **General rules**

19. The surname and county/region of residence of the winner and runners-up can be obtained after 15<sup>th</sup> March 2026 by sending:

- a. an email to WBD at hi@worldbookday.com with "Yoto's ultimate reading bundle competition winners" as the subject line; or
- b. a stamped addressed envelope to the following address: World Book Day Limited, 6 Bell Yard, London, WC2A 2JR United Kingdom.

20. The winner and runners-up may be required to take part in promotional activity related to the Competition and the winner and runners-up shall participate in such activity on the Promoter's reasonable request. The winner and runners-up consent to the use by the Promoter and its related companies, both before and after the closing date of the Competition for an unlimited time, of their name for publicity purposes (in any medium, including still photographs and films, and on the

internet, including any websites hosted by the Promoter and its related companies) and in advertising, marketing or promotional material without additional compensation or prior notice and, in entering the Competition, all entrants consent to the same.

21. The Promoter shall use and take care of any personal information you supply to it as described in its privacy policy, a copy of which can be seen at <https://www.worldbookday.com/privacy-policy/>, and in accordance with data protection legislation. By entering the Competition, you agree to the collection, retention, usage and distribution of the personal information you provide in order to process and contact you about your Competition entry, and for the purposes outlined in paragraphs 19 and 20 above. World Book Day intends to make available the surname and county/region of residence of the winner and runners-up as outlined in paragraphs 19 and 20 above. If you do not wish your surname and/or county/region of residence to be made available for this purpose then please notify us by no later than 23<sup>rd</sup> March 2026 by sending an email to [hi@worldbookday.com](mailto:hi@worldbookday.com) with "Yoto's ultimate reading bundle competition winner" in the subject line.

22. World Book Day accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by you as a result of entering the Competition or accepting the prize. World Book Day further disclaims liability for any injury or damage to your or any other person's computer relating to or resulting from participation in or downloading any materials in connection with the Competition. Nothing in these Terms and Conditions shall exclude the liability of World Book Day under law for fraud or fraudulent misrepresentation, or for death or personal injury resulting from its negligence.

23. World Book Day reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, this Competition with or without prior notice due to reasons outside its reasonable control (including, without limitation, in the case of anticipated, suspected or actual fraud). The decision of World Book Day in all matters relating to the Competition is final and no correspondence will be entered into.

24. World Book Day shall not be liable for any failure to comply with its obligations relating to this Competition where the failure is caused by something outside its reasonable control. Such circumstances shall include, but not be limited to, weather conditions, fire, flood, hurricane, strike, industrial dispute, war, pandemics (including associated government restrictions and guidelines), hostilities, political unrest, riots, civil commotion, inevitable accidents, supervening legislation or any other circumstances amounting to force majeure.

25. The Competition and these Terms and Conditions will be governed by English law and entrants to the Competition submit to the exclusive jurisdiction of the English courts in relation to any dispute arising out of or related to the Competition.

26. Promoter: World Book Day Limited, registered charity number 1079257 (England and Wales), registered company number 03783095 (UK) with a registered address at 6 Bell Yard, London, WC2A 2JR United Kingdom.