

Ribena Episodic Content Programme — Participant Terms & Conditions

About the Programme

1. The Ribena Episodic Content Programme (the "**Programme**") produces recurring content series for the "No Taste Like Home" campaign. Selected members of the public ("**Participants**") take part in filmed stories, alongside professional actors or trusted contributors where needed, for use by [Suntory Beverage & Food GB&I LTD] ("**Ribena**", "**we**", "**us**").
2. Each series follows a four-stage structure — Setup, Problem, Tension and Resolution — filmed across two shoot days, and is supported by content the Participant creates and shares between and around the shoot days.
3. Participation is subject to these Terms. By applying and/or taking part, the Participant accepts these Terms.

Casting and Selection

4. Participants are recruited through a casting post on Ribena's social channels and/or other channels. Applying does not guarantee selection. We may select, decline or replace any applicant or Participant at our discretion, and may use other contributors in addition to or instead of selected Participants to meet timing and quality requirements.

Eligibility and Screening

5. Participants must be aged 18 or over (see clauses 12–13 where any featured person is under 18) and provide valid photographic identification on request. As a condition of taking part, **Participants** must complete a satisfactory criminal records check at the enhanced level through the Disclosure and Barring Service (DBS) or equivalent. We may decline or end participation where a check is not satisfactorily completed or maintained, or returns information we reasonably consider relevant.
6. Participants must complete any onboarding, consent and contracting steps we require before any filming or posting.

The Shoots and Participation

7. Participants agree to attend and take part in **two** scheduled shoot days: day one covering the Setup and Problem stages, and day two covering the Tension and Resolution stages, at the times and locations we notify.

8. Participants agree to be filmed, photographed and recorded during the shoots, to follow reasonable directions from the production team, and to behave professionally and safely on set. We may capture additional "always-on" content during the shoot daycas.
9. Participants understand that the material is produced content: it will be directed, selected and edited by us, and the finished episodes may differ from events as they occurred or from the Participant's own expectations.

Participant-Created Content

10. Between the two shoot days, the Participant agrees to create and share **[five]** photos and/or short videos documenting their journey, in line with the brief and posting guidance we provide.
11. The Participant also agrees to publish the "always-on" supplied posts we brief, and we may coach the Participant on creating these. For all content the Participant posts, the Participant must: a. clearly and prominently disclose the commercial relationship using **#ad** (and **#gifted** or equivalent where relevant), compliant with ASA/CMA guidance; b. tag **[@Ribenauk]** and use the required hashtags as briefed; and c. not feature competing food or drink brands in the same content.

Children and Young People

12. **[Include where any Participant or featured individual is under 18.]** No person under 18 will be filmed or featured without the prior written consent of their parent or legal guardian, who must sign the relevant consent and release on the child's behalf.
13. Where a child performs, we will comply with applicable child performance law, including obtaining any required local-authority performance licence and providing approved chaperones and supervision. Filming of children will be limited to permitted hours and conditions.

Content Standards and Advertising Compliance

14. All content (whether produced by us or by the Participant) must comply with applicable laws, regulations and codes, including the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the CAP Code) and the rules on advertising less healthy (HFSS) food and drink.
15. **Less healthy food (HFSS) restrictions.** Some Ribena products are classified as "less healthy", and paid-for online advertising of identifiable less-healthy products is restricted relating to children. Participants must follow our specific direction on whether, and how, a product may be shown, named or identified, and must not publish content identifying a less-healthy product unless we have confirmed in writing that it is permitted.
16. Content must not: (a) be targeted at or designed to appeal to children, in particular those under 16; (b) use characters or talent likely to appeal particularly to children, except as approved in writing; (c) make any nutrition or health claim unless approved in writing and compliant with applicable claims regulations; (d) encourage excessive

consumption; or (e) contain offensive, discriminatory, violent or sexual content, or anything that risks bringing Ribena into disrepute.

Consideration

17. In return for participation and for the rights granted under these Terms, the Participant will receive 5 cases of Ribena product of their choosing.
18. Except for the consideration expressly stated in these Terms and any expenses expressly approved by Ribena in writing in advance, the Participant is not entitled to any additional fee, payment, royalty, residual, reimbursement or other compensation in connection with the Programme, the Content or Ribena's use of the rights granted under these Terms.

Intellectual Property and Rights Assignment

19. **Assignment.** The Participant assigns to Ribena, with full title guarantee, all intellectual property rights and all other rights of whatever nature in all content created, contributed, supplied or captured under or in connection with the Programme — including footage and stills captured during the shoot days, the Participant's between-day photos and videos, behind-the-scenes content, social posts, captions, copy, ideas and any other materials supplied or approved for use in the Programme (together, the "Content") — throughout the world, for the full term of those rights and any extensions or renewals, including by present assignment of future rights. Ribena may use, edit, adapt, crop, combine, reproduce, publish, distribute, sublicense, assign and otherwise exploit the Content, in whole or in part, in any and all media now known or later developed, for any purpose connected with the Ribena brand, the Programme or related campaigns, without restriction or further payment.
20. **Approvals and control.** Ribena has full editorial and creative control over the Content and is not required to use, publish, attribute, consult on or seek approval for any Content or final materials. Ribena may re-edit, localise, repurpose, combine with other materials, withdraw, replace or stop using the Content at any time.
21. **Moral rights.** To the fullest extent permitted by law, the Participant irrevocably waives, and agrees not to assert, all moral rights and similar rights in the Content, including any right to be identified as author or performer and any right to object to editing, adaptation, cropping, combination, non-attribution or other treatment of the Content.
22. **Image and likeness release.** The Participant irrevocably consents to Ribena's use of their name, image, likeness, voice, performance, biographical details, social handle, personal story and any other identifying features captured in or supplied for the Content, in all media worldwide, in perpetuity and without further payment, for any purpose connected with the Ribena brand, the Programme or related campaigns.
23. **Participant warranties.** The Participant confirms that the Content they create or supply is original to them, does not infringe any third-party rights, does not contain any unlawful, offensive or harmful material, and does not include any third-party brands, music, artwork, locations, people or other protected material unless approved

by Ribena in writing. The Participant must obtain, and provide on request, all consents, permissions and releases required for any other identifiable individual, location or third-party material appearing in Content they create or supply, including parent or guardian consent for any person under 18.

24. **Further assurance and survival.** The Participant will, at Ribena's request and expense, do all things and sign all documents reasonably necessary to confirm, perfect or enforce the rights granted under this section. The rights assigned, releases, waivers, warranties and consents in this section survive withdrawal, termination or expiry of the Participant's involvement in the Programme.

Moderation and Removal

25. We may require any Content to be edited or removed if, in our reasonable opinion, it breaches these Terms, attracts regulatory concern, or risks reputational harm, and the Participant agrees to comply promptly.

Termination and Withdrawal

26. We may suspend or end a Participant's participation at any time, including for regulatory, reputational, screening, safety or behavioural concerns, or to substitute another contributor.
27. The Participant may withdraw at any time. The rights assigned and consents given under clauses 18–21 survive withdrawal or termination, save that a Participant may request that not-yet-published material featuring them is not used.

No Employment

28. Participation does not create any employment, worker, agency or partnership relationship.

Confidentiality

29. The Participant must keep confidential and not disclose, publish or use for any purpose other than participating in the Programme any non-public information relating to Ribena, the Programme, shoot details, creative concepts, scripts, briefs, content plans, products, campaigns, business affairs or any other information identified as confidential or which would reasonably be understood to be confidential, unless Ribena has approved the disclosure in writing or disclosure is required by law.

Data Protection

30. We will process the Participant's personal data in accordance with our Privacy Notice. The Participant understands their personal story and identifiable footage will be published.

31. Identification documents are collected solely for identity and eligibility verification and deleted within [30] days of the Participant leaving the Programme.
32. Criminal records data. Any DBS (or equivalent) information is processed as criminal offence data under applicable data protection law, on the lawful basis and conditions set out in our Privacy Notice and supporting policy document. It is used solely to assess suitability, is access-restricted, retained no longer than necessary, and deleted within **[6 months]** of the decision unless we must keep it longer.

Changes to the Programme

33. We may update these Terms at any time. Continued participation constitutes acceptance of the updated Terms. We may also postpone, reschedule, cancel, relocate, re-cast, re-shoot, amend or otherwise modify any aspect of the Programme, shoot schedule, creative treatment, content requirements, deliverables, locations or timings at any time, including for production, legal, regulatory, safety, reputational, commercial or operational reasons.

Injunctive Relief

34. The Participant acknowledges that damages may not be an adequate remedy for any actual or threatened breach of the confidentiality, intellectual property, rights assignment, release, content standards or removal obligations in these Terms, and Ribena may seek injunctive or other equitable relief without prejudice to any other rights or remedies available to it.

Governing Law

35. These Terms are governed by the laws of England and Wales, and the courts of England and Wales have exclusive jurisdiction.