

STV Commercial: Inclusion Fund Awards

The Competition: STV is offering four advertising packages to the total value of up to £100,000 as part of its growth fund initiative which will be shared equally between four winning businesses. Four lucky business organisations will each win an advertising package to the value of £25,000 and commercial production to the value of £2.5k.

STV's commercial managers will advise the winners and recommend the best use of the £25,000 value in line with each business advertising arrangements which will be subject to STV's standard terms and conditions [<https://www.stvcommercial.tv/wp-content/uploads/2022/03/Commerical-TCs-25-03-2022.pdf>].

STV Competition, Prize Draw and Voting Terms and Conditions apply.

If there are any conflicting terms or conditions, then the Additional Competition Rules will take precedence. To view the full Competition T&Cs please click here. (<https://www.stvcommercial.tv/wp-content/uploads/2019/11/STV-Competition-Prize-Draw-and-Voting-Terms-and-Conditions.pdf>)

Additional Competition Rules

- 1. The Prize:** There are four separate prizes to be won, each to the value of up to £25,000. Each prize includes an advertising campaign comprising of advertising copy produced by STV's in-house commercial production team (STV Creative) together with the allocation of STV Growth Fund gifted airtime and digital space on STV media platforms The total prize fund value is £100,000.
- 2. Competition period:** The competition will open on 5th December and all applications must be received by midnight on 6th March 2023 ("competition period end date").
- 3. How to enter:** Entry is free and there are two stages

Stage 1. Application

Download the application form from our STV Commercial website at: <https://www.stvcommercial.tv/inclusion-fund-awards/>, fill in the form, and send it by email to: inclusionfundawards@stv.tv

Stage 2. Shortlist

The STV Commercial team will shortlist (8) businesses based on their application form who will be invited to deliver a 'pitch' by video conference to our panel of independent judges ([judging panel info here](#)). The pitch should be about your business and how you champion diversity in your organisation.

Shortlisted applicants will be invited to join STV on videoconference. The judging panel will select four (4) winning entries from the shortlist group.

4. Eligibility, Limitations and Restrictions:

- Entrants must be a business organisation registered on Companies House with the registered office address in Scotland.
- Entrants must not have advertised on STV media platforms (TV and Social Media) before and must not be prohibited from advertising on television (please see Advertising Standard Rules (BCAP S10 <https://www.asa.org.uk/codes-and-rulings/advertising-codes/broadcast-code.html>))
- Entry is limited to one application per business organisation.
- Entrants must demonstrably champion diversity in Scotland. The organisation must produce evidence which demonstrates the business actively promotes equality, diversity and inclusion within their organisation as well as with their business partners (e.g. through publications, internal procedures, initiatives etc).
- Applicants must have obtained permission to enter from their employer before entering.
- Only applications received at the competition email address (inclusionfundawards@stv.tv) by the competition period end date will be accepted.
- The prize is not transferrable, and no cash prize alternative is available.

- Employees of any of the STV Group companies and other organisations involved or otherwise connected with the competition and their immediate family or household members are not eligible to participate.

5. Winner selection, notification and claiming your prize:

Shortlist Selection:

- A shortlist of (8) applicants will be selected from all qualifying entries based on the criteria provided and evidence of how the business.
- Pitch criteria includes: delivering commitment to diversity and inclusion, future diversity plans, solving problems with diversity issues, delivery of pitch and plans for delivery of diversity through their marketing will be used as qualifying criteria.
- The Shortlist selection will be overseen by a person independent of the competition.
- If there are less than 8 qualifying applicants who meet the qualifying criteria, all qualifying entrants will be assessed by the finalist judging panel.
- In the event that there are less than 4 qualifying applications then the competition will be cancelled. A new competition with the same terms and conditions, and a new competition period, will be promoted and previous entrants will be automatically entered unless we are notified not to do so.

Winner Selection:

- The panel of independent judges will pick 4 winners based on their pitch. Details of the judges are available on request or at <https://www.stvcommercial.tv/inclusion-fund-awards/>.
- The winners will be vetted before the prize is awarded and evidence collected which ensures the applicant is a Scottish registered business and has never advertised on STV before.
- In the event that entry criteria has not been met then the judges will reject the application and may select and award the prize to another winner at its sole discretion.

Notification:

- Each winner will be contacted by email within 30 days after the competition period end date ("winner notification email").

Claiming the Prize:

- Each winner must accept the prize within 7 days of receiving the winner notification email.
- If the winner fails to respond and/or to accept the prize within 7 days of the winner notification email then STV may reject the application, the judging panel may select another winner and award the prize at its sole discretion.
- In the event that a sole winner does not respond and/or accept the prize then STV at its own discretion may cancel that sole winner's prize fund value (£25,000) and may not select another winner.

6. **Prize Delivery:** STV will make available commercial production resources within 3 months of the winner accepting the prize with airtime and digital space made available in line with advance booking deadlines, 6 weeks prior to the proposed broadcast on TV.

7. **Publication of Winners:** The winners' organisation name, bio and link to website will be made available on our website for a period of 12 months after the competition winner is selected.

8. **Promoter:** STV Central Limited, Pacific Quay, Glasgow G51 1PQ.

9. Privacy Information

Inclusion Funds Award Competition Supplementary Privacy Notice

STV Commercial is a trading style of STV Central Limited ("STV Commercial"), the data controller responsible for looking after your personal data in line with data protection and privacy laws.

STV Commercial collect and process the following information:

- *Contact Details: company name, company email address, phone number.*

How we get the personal information and why we have it: The personal information we process is provided to us directly by you when to enter and participate in the competition. We use the information that you have given us in order to

- Process competition entries
- Select shortlisted and winning entries
- Contact you to let you know you are a winner
- To make publicly available your company as a competition winner
- To contact you about new competitions and commercial services that you may be interested in.

We may share this information with members of the public and other entrants to the competition.

Under the UK General Data Protection Regulation (UK GDPR), the lawful basis we rely on for processing this information include:

- i) **contractual obligation: to facilitate and manage the competition**
- ii) **legitimate interest: to retain information for the management of the competition, for business purposes, and to send you B2B email marketing messages.**

Marketing: We want to keep your contact details and add them to our corporate database. We will contact you by email from time to time to tell you about any new competitions or with information about our commercial services, unless you tell us you don't want to receive these. We will include an opt out with all our communications or you can opt out at any time by contacting strategicdevelopment@stv.tv. If you tell us you don't want to receive contact, we will retain your information on our suppression list for a period of 12 months.

How we store your personal information: Your information is securely stored as follows:

- We keep winner information on our secure systems and we publish winner details on the website for up to 12 months (unless you inform us to remove it).

Your data protection rights: Under data protection law, you have rights including:

- **Your right of access** - You have the right to ask us for copies of your personal information.
- **Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- **Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances. This right does not apply where we rely on contractual obligation to process your data.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances. This right does not apply where we rely on legitimate interests to process your data.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Please contact us at privacyteam@stv.tv if you wish to make a request to exercise your rights.

How to contact us and how to make a complaint

If you have any questions about this privacy notice or you have any concerns about our use of your personal information, you can contact us directly at the privacyteam@stv.tv. You can also complain to the ICO if you are unhappy with how we have used your data. The ICO's contact details and website is: <https://www.ico.org.uk>.

Supplementary Privacy Notice: November 2022.