

## Beko 6 Months Free Ariel Promotion 4<sup>th</sup> February – 31<sup>st</sup> March 2026

### Terms and Conditions

1. This Ariel Promotion (the “**Promotion**”) is offered by Beko plc. (the **Promoter**), a company registered in England and Wales with registered office at Beko House, 1 Greenhill Crescent, Watford Herts, WD18 8QU, company registration number 02415778
2. This Ariel Promotion (the “**Promotion**”) entitles Qualifying Participants (as defined below) to approximately six (6\*) months’ supply of Ariel The Big One PODS®, specifically 2 packs of 40 Ariel The Big One PODS® and 1 pack of 21 Ariel The Big One PODS® (101 pods total).  
\*approximately 6 months is based on an average of 4 wash cycles per week, according to the Ipsos Connected Laundry Panel (155 panelists, 39,000 loads, to June 2025), equivalent to 208 cycles per year. 101 pods corresponds to approximately 25 weeks at this usage rate (~5.9 months), rounded to 6 months for consumer communication.
3. This is a consumer only promotion and shall not apply to purchases of graded, seconds, replacements and imperfect products or to trade/contract sales.
4. The Promotion is open to UK, Channel Island and Isle of Man residents only. 18+. Employees and / or relatives of the Promoter and Retailers running this promotion are prohibited from taking part in this promotion.
5. To claim the Gift, purchasers must complete the online claim form they can find here: <http://beko.co.uk/arielclaim>. All claims and receipts must be received within two weeks after purchase or before midnight on 14 April 2026, whatever is earliest.
6. Claimants should allow up to 30 days for delivery from date of receipt of the claim form. Delivery will be to the address provided on the claim form. Only 1 attempt at delivery will be made.
7. Beko UK, the Promoter does not accept any liability for:
  - a) The Ariel Products being lost or damaged during delivery provided it can prove that it sent the Ariel Products by registered address to the postal address provided by the Qualifying Participant.
  - b) The Ariel Products being lost or damaged during delivery due to an incorrect or invalid UK postal address provided by the Qualifying Participant.
  - c) The Ariel Products being lost, damaged or undeliverable on account of (i) any infringement of these terms or (ii) any circumstances beyond the reasonable control the Promoter.

8. This offer is subject to availability. The Promoter reserves the right (at its sole discretion) to provide a substitute gift of equivalent or higher value in the unlikely event of unavailability of the gift.
9. By entering this Promotion you are accepting these Terms and Conditions.
10. There is only one entry allowed per household.
11. The Promoter accepts no responsibility for any entries that are incomplete, illegible, corrupted, lost, damaged, delayed or fail to reach during the term of the Promotion.
12. The Promoter reserves the right to reject those entries which do not comply with these terms and conditions or are fraudulent or invalid.
13. Please note that the Gift is non-transferable and no cash alternative shall be offered.
14. The Promoter reserves the right to amend, extend or withdraw the Promotion at any time due to circumstances beyond its reasonable control.
15. The Promoter shall not be liable for any interruption to the Promotion due to circumstances beyond its reasonable control.
16. The Promoter reserves the right, acting reasonably and in accordance with all relevant legislation and codes of practice, to vary these terms and conditions, at any time.
17. This Promotion is governed by the laws of England and Wales.
18. The Promoter reserves the right to investigate and undertake all such action, as is reasonable, to protect itself against fraudulent or invalid entries
19. The Promoter is Beko plc. a company registered in England and Wales with registered office at Beko House, 1 Greenhill Crescent, Watford Herts, WD18 8QU, registration number 02415778.
20. The Data Controller is Beko plc. a company registered in England and Wales with registered office at Beko House, 1 Greenhill Crescent, Watford Herts, WD18 8QU, registration number 02415778.



**21. Data Protection:**

Your personal data provided on your completed entry form will be held by the Promoter as an independent controller.

- a) Your personal data provided by the completion of the claim form shall be processed by the Promoter for the purposes of organising the Promotion.
- b) The Promoter respects your privacy rights and will only process your personal data to the extent and for the time necessary to administer the Promotion.
- c) For further information on the purposes for and legal basis on which your personal data shall be processed by the Promoter, and your rights in relation to the processing of your personal data please refer to our privacy notice at [Privacy Notice](#).

22. If you have any questions or comments regarding the Promotion, you may contact Beko UK marketing team [pr@beko.co.uk](mailto:pr@beko.co.uk).

23. The surname and county of residence of the prize winner will be available for one month after the close of this Promotion by writing to the Promoter at the address set out below and stating the name and date of the Promotion. If you are a prize winner and object to us sharing your information in this way, you may contact the Beko UK marketing team [pr@beko.co.uk](mailto:pr@beko.co.uk). Please note that we may still have to share such information with the Advertising Standards Authority or other competent authorities, where required by those authorities or applicable law.