

## SUPERHOG BOOST

### Short-term rentals, long-term impact

Covid-19 has had a huge impact on the short-term rental sector. With over 90% of bookings cancelled, businesses, hosts and guests have suffered the world over, as many as two-fifths of businesses in the sector are thought to be at risk of permanent closure.

Yet there are also early signs of resilience amongst short-term rentals. The innovation that was at the heart of the sector's boom in the financial adversity of the last financial crisis remains and will bring about yet more professionalisation and an even better future.

At Guardhog Technologies we believe in the long-term future of this short-term sector. We exist to support the sector's growth and strengthen the reputation of those who contribute positively to the ecosystem.

This is why we are giving away £10,000 to short-term rental businesses who impress us with their ingenuity and creativity in adversity. We want to help revive, boost and grow businesses and make them even more resilient for the future.

Because we know that Hosts have suffered enormously, we are also giving away 100 free SUPERHOG memberships...giving hosts free access to tools with which to verify future guests and putting a £500 deposit in place for every booking.

Terms and Conditions apply (as usual!)

Form

Your email

Your number

Tell us about your business and why you should win

I agree to SUPERHOG keeping me informed by email with news, advice and exclusive offers.

How it works

- (a) 31<sup>st</sup> October – applications open...tell us about yourself or your business/business idea
- (b) 30<sup>th</sup> November – deadline for entries
- (c) 11<sup>th</sup> December – We'll announce our 12 short-listed businesses
- (d) 18<sup>th</sup> December – Our first winner will be announced
- (e) 14<sup>th</sup> February – Our second winner will be announced

Terms and conditions

Dated: 12th September 2020

## 1. Promoter's name and address

Guardhog Technologies Limited, company number 11871938 with registered address at Unit 2, Nine Mile Water, Stockbridge, SO20 8DR ("GHT"), including as appropriate other group companies.

## 2. How to participate

2.1 As a participant ("you" and "your") in the GUARDHOG Boost competition ("the Competition"), you must abide by these terms and conditions ("Terms and Conditions") in order for your entry and participation in the Competition to be valid.

2.2. In order to enter the Competition, you must enter all of the information listed in this clause before selecting the 'submit' button:

- (a). Full name;
- (b). Registered company number and registered company address;
- (c). Mobile phone number; and
- (d). Email address

2.3. If your business is not registered as a company and you are unable to provide the information required under clause 2.2(b), please provide your home address or address used for your business.

2.4. Please only submit material that you or your company have ownership of or are fully authorised to use. By submitting an entry to the Competition, you confirm that all information submitted is accurate in all respects, complete and not misleading.

2.5. GHT shall not be liable for any loss or claim made against GHT, or you, arising from your submission of materials as part of your entry to the Competition and GHT's subsequent use of that material for the purposes of the Competition and associated marketing.

2.6. By entering any Competition, you hereby indemnify GHT and hold us harmless against any claims (however such claims may arise) for any use or display of such material submitted by you, including without limitation any such material published or referred to by us that infringes any intellectual property rights of any third parties.

2.7. Entries which are incomplete, misspelt, inaudible, or incomprehensible are void and will not be entered into the Competition.

2.8. One entry per person and business. Any entry made in violation of this clause 2.8 (including without limitation by any connected person or other entity) will be void and that person or those persons will be excluded from the Competition.

2.9 Any entries or winners who are shown to have provided inaccurate, false or misleading information will be disqualified and their entry will not be considered. In the event that they have won the competition we will not pay the Prize or may recall the Prize and an alternative winner will be selected. Any company which is disqualified will not be permitted to submit any further entries.

## 3. Start and Closing Dates

The Competition will open on 31<sup>st</sup> October. All entries for the Competition must be received by 30<sup>th</sup> November 2020. Any entries received after 30<sup>th</sup> November 2020 will be rejected.

## 4. Winner announcement

4.1. A shortlist of up to twelve (12) entries will be selected by 11<sup>th</sup> December 2020 from entries that are deemed legitimate and in accordance with these Terms and Conditions. Shortlisted applicants will be contacted by us on or before 30<sup>th</sup> November 2020, and will be requested to provide one video (to be no longer than three (3) minutes in total length) to us by 24<sup>th</sup> November 2020. The video shall be a pitch to us of your business idea and the reason why you should win the Prize.

4.2. The winner will be selected from the shortlist and shall be chosen by the panel of judges (“the Judges”) after the Judges have reviewed and assessed the merits of each shortlisted entry and video. The Judges may change from time to time. The winning entry will be judged on factors including without limitation:

- projected growth;
- innovation and aspiration;
- social impact; and
- potential contracts to be won and potential for partnerships to be forged.

4.3. By entering the Competition you acknowledge that if you are selected as the winner your name, your image, your business idea, your intellectual property, your company and your business may be used in publicity by GHT.

4.4. The winner will be announced on 31 November 2020 at [www.superhog.com/strboost](http://www.superhog.com/strboost) and on any related group company websites. The winner will also be notified personally as soon as practicable.

4.5. We will notify the winner directly by email.

4.6 By entering the Competition, you consent to the receipt of any updates, information, and/or marketing material relating to the Competition.

## 5. Eligibility

5.1 The Competition is open to all STR business which fit the following criteria being:

- (a) the company must be set up and actively trading; and
- (b) the company must own or be involved in the management of more than 3 property listings
- (b) the company must have a business bank account that is not used for personal expenditure.

5.2 Our employees and their immediate families are ineligible to enter the Competitions.

5.4 Any Company owned or controlled by a Judge are ineligible to enter for that Competition.

## 6. The Prize

The prize for the Competition will be a cash payment of £5,000 (“the Prize”), and 2 winners will be selected to receive this payment.

6.1. The Prize will be paid into the company’s bank account provided by you by no later than 30 days from the point at which the winner has been announced (if you are the winner and do not have a business account, please let us know and make arrangements to open a business bank account as soon as possible).

6.2. The winner must provide correct business bank account details and sufficient information as per the eligibility criteria stated in these Terms and Conditions, and to ensure that GHT is able to make securement payment of the Prize to a business bank account.

6.3. You will be responsible for, and will account to the appropriate authorities for, all tax liabilities or similar contributions payable in respect of the Prize and we take no responsibility and accept no liability for such tax liabilities.

6.4. Additionally, for individual hosts (ie those who own or manage 1-3 listings) who enter the competition there will be runners-up prizes or 100 x SUPERHOG memberships, each with a duration of 12 months. Details of SUPERHOG membership can be found at <https://superhog.com/for-hosts/>.

## 7. Winner publicity

7.1. In the event that you are a winner, you accept and agree that we have the right, without additional payment or permission, to use your name, company name, logo, submission details, address for the purposes of announcing the winner of the Competition and for all related Competitional purposes. All data will be kept in accordance with our terms and conditions including without limitation our Data Protection Policy.

7.2. In the event that you are a winner, you must accept and agree to at least one filming session for at least one Competition related video that can be used and distributed at the discretion of GHT. By entering the Competition and accepting these Terms and Conditions, you accept and agree to enter into an agreement with GHT that shall specify the requirements for these filming sessions and associated marketing materials.

## 8. Entries

8.1. All entries and submissions will become our property upon receipt and will not be returned to you. By entering the Competition, you give GHT an irrevocable and perpetual license to use any materials referred to in these Terms and Conditions for marketing purposes.

8.2. GHT will own all copyright in the entry.

## 9. Winning entry details

The name of the winner [and the winning entry] will be sent to anyone who writes to us at the address above, within 3 months of the winner being announced provided you enclose a stamped addressed envelope and mark your request as "requesting details of the winning entry" with the closing date of the Competition.

## 10. Data privacy

10.1. We will not pass your email address to third parties for marketing purposes, however, by submitting an entry in the Competition you consent to details being passed on to our Judges.

## 11. Rules

These rules of entry may vary from time to time, to reflect amongst other things differences in the Competition, selection process or entry rules, the prizes and in eligibility criteria. These terms and conditions shall be governed in accordance with the laws of England and Wales and any disputes shall be subject to the exclusive jurisdiction of the English Courts.