

Minus 196 Brand Ambassador Programme T&Cs

About the Programme

1. The Minus 196 Brand Ambassador Programme (“**Programme**”) provides complimentary Minus 196 products to selected individuals (“**Ambassadors**”) in exchange for promotional social media content.
2. Participation is subject to these Terms.

Eligibility

3. Ambassadors must be aged 25 or over and provide valid photographic identification for age-verification purposes.

Content Requirements

4. Each month, Ambassadors agree to create and publish:
 - a. 1-2 Instagram feed posts, and
 - b. 2 Instagram stories,featuring Minus 196 products, in line with brand guidance provided from time to time.
5. All content must be original and created by the Ambassador.
6. Ambassadors must:
 - a. clearly disclose the commercial relationship by using #ad, #brandambassador, or equivalent prominent disclosures;
 - b. tag @Minus196UK; and
 - c. use required hashtags, including #DrinkResponsibly, #18+ and #FreezeCrushInfuse.
7. Ambassadors must not feature competing alcohol brands within the same content as Minus 196.

Responsible Drinking and Compliance

8. All content must reflect the values of responsible alcohol consumption.
9. Content must comply with all applicable laws, regulations and codes, including the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) [insert link].
10. Content must not:
 - a. depict or encourage unsafe, excessive, irresponsible or anti-social drinking, or show intoxication.
 - b. target, feature or appeal to under-18s, and must not show anyone under 25.
 - c. imply alcohol improves confidence, popularity, attractiveness, success, mood, performance or problem-solving, or suggest it is indispensable.
 - d. suggest health, functional or therapeutic benefits, including refreshment, hydration, nourishment or wellbeing.
 - e. link alcohol with sexual success, aggression, risk-taking or dangerous situations.
 - f. contain offensive, violent or sexual content.

Product Supply

11. Ambassadors will receive two (2) cases per month (12 cans per case) of Minus 196 products. Flavours may vary.
12. No monetary payment or cash alternative is offered.

Minus 196 Brand Ambassador Programme T&Cs

Intellectual Property

13. Ambassadors retain ownership of their content but grant Minus 196 a non-exclusive, royalty-free, worldwide licence to use, reproduce, share, repost and display such content on Minus 196's own digital channels (including social media and websites).

Moderation and Removal

14. Minus 196 may require any Programme content to be edited or removed if, in Minus 196's sole opinion, it breaches these Terms, attracts regulatory concern, or risks reputational harm, and Ambassadors agree to comply promptly.

Termination

15. Minus 196 may suspend or terminate participation in the Programme at any time, including for regulatory, reputational or behavioural concerns.
16. Ambassadors may withdraw at any time.

No Employment

17. Participation in the Programme does not create any employment, worker, agency or partnership relationship.

Data Protection

18. Personal data will be processed in accordance with Minus 196's Privacy Notice [\[insert link\]](#).
19. Identification documents are collected solely for age verification and will be deleted within 30 days of an Ambassador leaving the Programme.

Changes to the Programme

20. Minus 196 may update these Terms at any time. Continued participation constitutes acceptance of any updated Terms.

Governing Law

21. These Terms are governed by the laws of England and Wales.