

Terms and Conditions - The innocent Big Knit

Okay, we'll keep this short and sweet (like a strawberry)...

1. **We are** innocent Limited (company no. 04007092) of Fruit Towers, Canal Building, 342 Ladbroke Grove, London W10 5BU.
2. **You are** the lovely person who has knitted (or is thinking about knitting) a little woolly hat or two for the innocent Big Knit campaign to help raise money for Age UK.
3. **The innocent Big Knit is** a long-running fundraising project in which the innocent-drinking public kindly knit little woolly hats for us to put onto our smoothies and we give 25p to Age UK for every hat-wearing smoothie sold.
4. **What you need to do (if you want to get involved).** Follow the instructions set out on the [join in](#) page of our website or in the Big Knit pattern pack if you've picked one up. Use the [knitting patterns](#) for inspiration and send the resulting hat(s) to us or drop them off at your local Age UK.
5. **What the money raised is used for.** Visit the Age UK website for details of the work they do to help people in the UK love later life: <https://www.ageuk.org.uk/>
6. **We shouldn't need to say this but...** please note, the hats you knit for the innocent Big Knit campaign will not be returned to you.
7. **Personal Information.** We ask that you provide us with your name and address as innocent and Age UK would like to pop a thank you note in the post for taking part in the innocent Big Knit and tell you about the next Big Knit. We'll be acting as joint controllers of your info, and we promise to keep it safe. You can see our privacy policies at innocentdrinks.co.uk/privacy and ageuk.org.uk/privacy-policy. You can change or stop how we contact by emailing contact@ageuk.org.uk or DPO@innocentdrinks.com, or by calling 0800 169 87 87 (Age UK) or 020 7993 3311 (innocent). You are not required to do this if you would prefer not to and please only send us your details if you are over the age of 18. In the event you do provide these details, we will only use your information in accordance with our [privacy policy](#).
8. **Disclaimer.** Please be careful when using your knitting needles and travelling to the post-office or your local Age UK. Except for losses which cannot be excluded by law, innocent shall not be liable for any injury, loss, damage or expense in connection with the innocent Big Knit campaign. We cannot guarantee that every hat received will be used. Also, although we will use reasonable efforts to thank every Big-Knitter who provides their name and address, we shall not be liable for any loss or disappointment suffered in the event that you do not receive a thank you card.
9. **Your use of the innocent Big Knit website** is subject to our [standard website terms](#).
10. **Our brand.** As you can probably imagine, protection of the innocent brand is really very important to us. As such, all rights in the innocent brand and the innocent Big Knit campaign shall at all times remain the exclusive property of innocent.

We reserve our right to make changes to the innocent Big Knit campaign and/or to these terms at any time and shall notify you of any material changes via this website.