

# Postcode Lottery x Strava

## TERMS AND CONDITIONS OF ENTRY FOR CROWNS FOR CAUSES CHALLENGE

### 1. THE CHALLENGE & ELIGIBILITY

- 1.1 The **Challenges** are available to members of Strava aged 18 years and over, who are resident in Great Britain.
- 1.2 Only **one** entry per Strava member per challenge (max **three** entries total).
- 1.3 There are three **Challenges**, taking place between June – August (inclusive) 2026:
  - 1.3.1 **DON8 DAYS** – log activity on eight (8) separate days on Strava between 8 June 2026 and 28 June 2026.
  - 1.3.2 **FUNDRAISE 4 HOURS**– log four hours (4h) of activity on Strava between 8 July 2026 and 28 July 2026 (inclusive)
  - 1.3.3 **LONG DISTANCE RAISER** – log thirty kilometres (30km) of activity on Strava between 8 August 2026 and 28 August 2026 (inclusive).

Each a **Challenge**, and together the **Challenges**.

All activity required to complete the Challenges is required to be logged on the Strava app.

- 1.4 Each **Challenge** shall commence at 00:01 on the specified **Challenge** start date (found at condition 1.3). The **Challenge** shall end at 23:59 on the specified **Challenge** end date (found at condition 1.3).
- 1.5 To enter and complete the Challenge(s), you must:
  - 1.5.1 Have a valid Strava membership,
  - 1.5.2 Sign up to the **Challenge** you wish to participate in at the relevant **Challenge Sign Up** on the Strava app, and
  - 1.5.3 Complete the **Challenge** in the relevant time periods specified.
- 1.6 Each Challenge has a specific **Challenge Sign Up** period that Strava members' must sign up for prior to participating. The **Challenge Sign Up** periods are:
  - 1.6.1 **DON8 DAYS**– 00:01 1 June 2026 to 23:59 on 8 June 2026.
  - 1.6.2 **FUNDRAISE 4 HOURS** – 00:01 1 July 2026 to 23:59 on 8 July 2026.
  - 1.6.3 **LONG DISTANCE RAISER** - 00:01 1 August 2026 to 23:59 on 8 August 2026.
- 1.7 In order to sign up to the **Challenge** in the **Challenge Sign Up** period, the Strava member must provide the following information:
  - First & Last Name
  - Email address

- Postal address

Strava members will be given the option to subscribe to marketing communications from Postcode Lottery UK. This is not a condition of entry, and Strava members should only subscribe should they wish to receive these communications.

Some of the information above is considered to be personal data. For further information on how the Promoter and Strava protect your personal data, see condition 4.

- 1.8 After completing the Challenge, the Strava member will be eligible to participate in the **Charity Donation**.

## 2. **AWARD AND ALLOCATION OF SUCCESSFUL MEMBER CHARITY DONATIONS**

- 2.1 On completion of the relevant Challenge, the Strava member will be eligible for a donation to charity on their behalf (**Charity Donation**).
- 2.2 The **Promoter** will check eligibility of successful Strava members who participated in the **Challenge** prior to confirming the **Charity Donation**. If the successful Strava member is found to be ineligible or does not comply with these terms and conditions, then the successful Strava member may in the Promoter's sole discretion, be disqualified and the Charity Donation on their behalf may be reallocated.
- 2.3 The Promoter shall allocate the Charity Donations based on the following criteria for each Challenge:
- 2.3.1 **First thirty thousand (30,000) Strava members who complete the Challenge** – a fifty-pound (£50) donation to the chosen charity of the successful Strava member.
- 2.3.2 **Any other Strava member who completes the Challenge** – a vote for a charity (outlined in condition 2.6) to receive a one-off one hundred thousand pound (£100,000) donation.
- 2.4 The **Charity Donation** of one hundred thousand pound (£100,000) shall be made to the charity with the most votes from Strava members at the conclusion of each Challenge.
- 2.5 The **Charity Donation** shall be made on behalf of the successful Strava members by the Promoter (see condition 2.5). The **Charity Donation** shall be made to the charity (see condition 2.5) on or around 4 September 2026 (subject to availability of the Promoter and the specified charity).
- 2.6 The **Charity Donation** on behalf of participating Strava members shall be made to one of the following charitable organisations:

- Cancer Research UK (Charity Number – 1089464 [England & Wales], SC041666 [Scotland])
- The Guide Dogs for the Blind Association (Charity Number - 209617)
- Hospice UK (Charity Number - 1014851)
- MIND (THE NATIONAL ASSOCIATION FOR MENTAL HEALTH) (Charity Number - 219830)
- The Royal British Legion (Charity Number - 219279)

2.7 The total **Charity Donation** across all of the charitable partners shall not exceed five million pounds (£5,000,000). The Charity Donation may be less if the number of Strava members who complete the Challenges is less than thirty thousand per Challenge.

2.8 The Charity Donations will be made by the Postcode Active Trust, a registered Scottish Charity with registered number SC044967 and registered office at: 28 Charlotte Square, Edinburgh, Scotland, EH2 4ET. The Postcode Active Trust's mission is to improve the health and wellbeing of communities by encouraging and inspiring participation in physical activity.

2.9 The Promoter acts in capacity as an external lottery manager of Postcode Active Trust. For further information on how the Promoter operates, please click [here](#).

2.10 The Promoter's determination of any matter relating to eligibility or entitlement to a Charity Donation shall be final and binding.

### 3. GENERAL CONDITIONS

3.1 The Promoter or Strava shall have no liability for any system failure or other action or event that prevents a customer from entering the promotion. Insofar as is permitted by law, the Promoter and Strava, their agents or distributors will not in any circumstances be responsible or liable to compensate any Strava member or Challenge participant, or accept any liability, for any loss, damage, personal injury or death occurring as a result of attempting to enter or participating in the Challenge except where it is caused by the negligence of the Promoter or Strava, its agents or distributors or that of their employees.

3.2 These terms and conditions are governed by English Law and entrants to the Crowns for Causes Challenge submit to the non-exclusive jurisdiction of the English courts.

#### 4. PRIVACY

- 4.1 The Promoter and Strava act in capacity as independent Data Controllers for personal data you provide when entering the **Challenges**. Both Strava and the Promoter takes the protection of personal data seriously.
- 4.2 The processing of Strava members who participate in the **Challenges** details is a fulfilment of a contract, which the processing is necessary for the successful fulfilment of the **Challenge**. You can read the privacy notice of both controllers, which explains your rights in respect of your data, at:
- 4.2.1 **Postcode Lottery:** [www.postcodelottery.co.uk/policies/privacy-policy](http://www.postcodelottery.co.uk/policies/privacy-policy)
- 4.2.2 **Strava:** <https://www.strava.com/legal/privacy>
- 4.3 If you have concerns about how the Promoter uses and processes your data you can contact it's Data Protection Officer at 28 Charlotte Square, Edinburgh, EH2 4ET or by email at [data.protection@postcodelottery.co.uk](mailto:data.protection@postcodelottery.co.uk) If you remain unsatisfied with the Promoter's response you can also contact the Information Commissioner's Office (ICO) at <http://www.ico.org.uk>

#### 5. PROMOTER

The Crowns for Causes Challenge is promoted by Postcode Lottery Limited (trading as Postcode Lottery UK), which has its registered office at: C/O BDO LLP, Two Snowhill, 7th Floor, Birmingham, United Kingdom, B4 6GA.