

Every Dog Makes a Difference

Terms and conditions

1. Provider

The provider of this competition is Social for Good, acting on behalf of Dogs for Good (together, the “Provider”).

This competition is in no way sponsored, endorsed, administered by, or associated with Meta, Facebook, Instagram, X, TikTok, or any other social media platform.

2. Eligibility

- The competition is open to residents of mainland United Kingdom of all ages.
- Entrants under the age of 18 must have the permission of a parent or legal guardian to enter.
- If the winner is under 18, a parent or legal guardian must accompany them at the photoshoot and will be required to provide written consent prior to participation.
- Employees of the Provider are not eligible to enter.
- Persons are permitted to enter more than once but only one entry will be counted.
- The dog featured must be owned by the entrant or their family, and be healthy, well-socialised, and safe to participate in a photoshoot environment.
- Entries must not contain or reference offensive, inappropriate, or unlawful content.



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3. Competition dates

- The competition opens at midday on the 19th January 2026 [UK time].
- The competition closes at midnight on the 9th February 2026 [UK time].
- Entries received after the closing date will not be considered.

4. How to enter

To enter, participants are invited to share:

- A photo or video of their dog, and
- A short explanation of why their dog makes a difference.
- Entries may be submitted via the following methods:
- Facebook
- Comment on the pinned campaign post on the Dogs for Good Facebook page.
- The comment must include the photo or video and the explanation.
- Instagram
- For public accounts:
- Post the photo or video on Instagram using the hashtag #EveryDogMakesADifference and tag @dogsforgood_uk in the post.
- For private accounts:
- Submit the photo or video and explanation via direct message (DM) to @dogsforgood_uk.

All entries must be submitted during the competition period. Entries that do not comply with these instructions may be deemed invalid. No purchase is necessary to enter.



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5. The prize

- One (1) winner will receive a 1-hour professional photoshoot for themselves and their pet dog, commissioned by Dogs for Good and delivered by Social for Good.
- The photoshoot will take place at a location in mainland UK, to be agreed with the winner, subject to approval by the Provider to ensure it is suitable and safe for both humans and dogs.
- The photoshoot must take place within 12 months of the winner being notified, unless otherwise agreed in writing.
- The prize does not include travel, accommodation, grooming, or any other expenses unless explicitly stated.
- The prize is non-transferable, non-exchangeable, and no cash alternative will be offered.

6. Dog welfare and safety

- The welfare of the dog is paramount. The Provider reserves the right to pause, adapt, or terminate the photoshoot if the dog shows signs of distress, discomfort, or unsafe behaviour.
- Entrants confirm that their dog is fit, healthy, and appropriately socialised for the photoshoot environment.
- The Provider may refuse to proceed with the photoshoot if, in its reasonable opinion, the location or circumstances are not suitable for the dog's welfare or the safety of participants.



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7. Winner selection and notification

- The winner will be selected at random from all valid entries received before the closing date.
- The draw will take place within seven working days of the competition closing.
- The winner will be contacted via direct message using the details provided at entry.
- If the winner does not respond within 7 days, the Provider reserves the right to select an alternative winner.
- The winner's name and/or social media handle may be announced publicly.

8. Photography of children and consent

- Where the winner is under 18, a parent or legal guardian must be present for the duration of the photoshoot.
- The parent or legal guardian will be required to provide written consent for the child to participate and to be photographed.
- No images of children will be used for promotional purposes without explicit consent from the parent or legal guardian.

9. Intellectual property and use of photos

Entry content

- By entering, participants confirm they own the rights to any content submitted and have permission from anyone appearing in it.
- Entrants grant the Provider a royalty-free, worldwide licence to use submitted entry content for marketing and promotional purposes.



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Photoshoot images

- Copyright and ownership of the final photos from the photoshoot will remain with the winner (or their parent or legal guardian, where applicable).
- The winner may, at their discretion, choose to grant Dogs for Good and Social for Good a royalty-free, perpetual licence to use selected images for marketing, promotional, and publicity purposes across all media.
- Any such use will only take place with the winner's (or guardian's) explicit consent, which may be requested separately following the photoshoot.

10. Data protection and privacy

- Personal data supplied will be used solely for the purposes of administering the competition, contacting the winner, and delivering the prize.
- Data will be processed in accordance with applicable UK data protection laws and the [Dogs for Good Privacy Policy](#).
- Personal data will not be shared with third parties except where necessary for prize fulfilment.

11. Liability

- The Provider accepts no responsibility for entries that are lost, delayed, misdirected, incomplete, or corrupted due to technical issues.
- To the fullest extent permitted by law, the Provider shall not be liable for any loss, damage, injury, or disappointment suffered by entrants as a result of entering the competition or participating in the photoshoot.
- Entrants participate in the photoshoot at their own risk.



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12. General

- The Provider reserves the right to disqualify any entry that breaches these Terms and Conditions or is deemed fraudulent or inappropriate.
- The Provider reserves the right to amend or withdraw the competition or these Terms and Conditions where necessary due to circumstances beyond its reasonable control.
- The Provider's decision is final and no correspondence will be entered into.
- These Terms and Conditions are governed by English law, and entrants submit to the exclusive jurisdiction of the courts of England and Wales.



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