

## THE PROFESSIONAL EDIT – “FREE WEBSITE GIVEAWAY”

### FULL TERMS AND CONDITIONS

*(Last updated 22 June 2025 — please have a qualified legal professional review before publication.)*

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## 1. Promoter

The promoter of this competition is **The Professional Edit**, 237 Lancia Street, Lynnwood Ridge, Pretoria 0081, South Africa. All correspondence regarding the competition should be directed to **info@theprofessionaledit.co.za**.

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## 2. Competition Period

Phase	Date & Time (SAST)
Opening date	<b>9 July 2025</b> at 09:00
Closing date	<b>9 August 2025</b> at 23:59
Winner announcement	<b>15 August 2025</b> (live on Instagram and blog)

No entries will be accepted outside these dates.

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## 3. Eligibility

- Open to South African-registered businesses that:
  - Employ **fewer than 20** full-time employees **or** have annual turnover under **R 10 million**.
  - Are **not** existing clients of The Professional Edit.
- Entrants must be **18 years or older** and authorised to act on behalf of the business.
- Employees, contractors, or immediate family of the Promoter (and their agencies) are **not** eligible.

4. Only **one (1)** entry per business is permitted. Duplicate entries will be discarded.

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## 4. How to Enter

To enter, a participant must complete **all** of the following steps during the Competition Period:

1. **Follow** *@theprofessionaledit* on Instagram **or** Facebook.
2. **Like** the official giveaway post and **tag two (2) business-owner friends** in the comments.
3. **Complete the online GoDaddy entry form** linked in the Promoter's bio or on the Promoter's website, providing:
  - Business details, contact information, social handles.
  - A brief description of current website challenges or goals.
  - Acceptance of these Terms & Conditions via the consent checkbox.

Entries are free; standard internet or data charges may apply.

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## 5. Prize

Three (3) winning businesses will each receive:

Deliverable	Detail	Estimated Value*
Custom website	Up to <b>five (5) WordPress pages</b> , mobile-responsive, aligned to the winner's brand guidelines	R 22 000
Basic on-page SEO	Meta titles, descriptions, keyword placement, alt tags	Included
60-minute training hand-over (virtual)	Recording provided	Included

\* Total approximate value per prize: **R 25 000** (no cash alternative).

**Exclusions** (winner's responsibility):

- Domain name registration, hosting fees, e-commerce functionality, copywriting beyond template text, ongoing maintenance.

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## 6. Winner Selection

1. After the Closing Date, valid entries are shortlisted and scored by a three-member judging panel using the following weighted criteria:

Criterion	Weight
Potential business impact of a new site	40 %
Entrant's story & passion	30 %
Readiness of content (photos, copy)	20 %
Diversity of industries represented	10 %

2.  
The three highest-scoring entrants will be declared provisional winners.
3. Judges' decisions are final and no correspondence will be entered into.

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## 7. Winner Notification & Acceptance

1. Provisional winners will be contacted via Instagram Direct Message **and** the email address supplied on the entry form on **5 August 2025**.
2. Each winner must:
  - Respond and accept the prize **within 48 hours**, and
  - Provide all required content (logo files, images, copy) within **10 business days** of acceptance.

3. Failure to comply will result in forfeiture, and the Promoter reserves the right to award the prize to the next-highest-scoring entrant.
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## 8. Winner Obligations

By accepting the prize, each winner agrees to:

- Participate in reasonable publicity (name, business, photographs, videos).
  - Provide a **60-second video testimonial** and a **Google Business review** upon project completion.
  - Grant the Promoter the right to display the finished website, business logo, and testimonial in portfolios, case studies, and marketing materials.
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## 9. Intellectual Property & Licence

All intellectual-property rights in the finished website remain the property of the winner upon full hand-over, excluding any third-party themes, plugins, or stock assets subject to their own licences. The Promoter retains a perpetual, royalty-free licence to showcase the project for promotional purposes.

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## 10. Data Protection

Personal data collected is used solely for administering the competition and project delivery, stored securely, and retained no longer than necessary in accordance with POPIA. Entrants may request deletion or access of their data via **info@theprofessionaledit.co.za**.

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## 11. Liability & Indemnity

1. Entrants enter at their own risk. The Promoter is not liable for:
  - Technical failures, network errors, or form submission issues.

- Any damage, loss, or injury arising from participation or prize use, except liability that cannot be excluded by law.
  - 2. The Promoter reserves the right to disqualify any entrant suspected of fraudulent or dishonest conduct.
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## 12. General

- The Promoter may amend, suspend, or cancel the competition if circumstances beyond its control make this unavoidable, subject to approval under Section 36 of the Consumer Protection Act 68 of 2008.
  - A copy of these Terms & Conditions is available free of charge and will be retained for at least three (3) years.
  - **Platform disclaimer:** This promotion is in no way sponsored, endorsed, administered by, or associated with Instagram, Facebook, GoDaddy, WordPress, or Google.
  - South African law governs these Terms, and participants submit to the jurisdiction of South African courts.
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**Questions?** Email [info@theprofessionaledit.co.za](mailto:info@theprofessionaledit.co.za) with the subject line “**Website Giveaway Query**”.