

# Aviva Over 50s Life Insurance Gift Card Promotion

- 1 These terms and conditions apply to the Aviva Over 50s Life Insurance Gift Card promotion (**the “Promotion”**). By claiming your £120 Gift Card in connection with this Promotion, you are accepting these terms and conditions, so please read them carefully before deciding whether to redeem your Gift Card.
- 2 This Promotion is brought to you by Aviva UK Digital Limited, a company registered in England and Wales (company number 09766150) with its registered office at 8 Surrey Street, Norwich, Norfolk, NR1 3NG and being authorised, and regulated by the Financial Conduct Authority with Firm Reference Number: 728985 (**“the Promoter”, “we”, “us”**). Aviva UK Digital Limited sells life insurance and critical illness policies provided by Aviva Life & Pensions UK Limited, a company registered in England and Wales (company number 3253947) with its registered office at Aviva, Wellington Row, York YO90 1WR, and being authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority with Firm Reference Number: 185896 (**“Aviva”**). Fulfilment of the Promotion will be managed by our third party supplier, The Marketing Lounge Partnership Limited, The Cow Shed, Walnut Tree Farm, Lower Stretton, Cheshire, WA4 4PG (**“MLP”**).
- 3 You are eligible to benefit from this Promotion if you purchase a new Aviva Over 50s Life Insurance policy any time between 12:00am on 11 August 2025 and 11:59pm on 28 November 2025 (the **“Promotion Period”**). You must then go on to pay the first six (6) consecutive monthly premiums due for that product to receive a Gift Card. You must also be resident in the UK and aged between 50 and 80 and have not exceeded the Over 50s Life Insurance premium limit at the time of the promotion. If you require additional support in accessing the Promotion, please call **0800 051 9192.\*\***
- 4 This Promotion is only available when you purchase an Aviva Over 50s Life Insurance product directly from Aviva. The promotion is not available if you purchase an Aviva Over 50s Life Insurance product through a price comparison/cashback site, via a third party e.g. financial adviser, broker etc or if it is purchased with any other gifts or offers. You will not be eligible to benefit from this Promotion if, within the last 24 months, you have already received a gift card on an Aviva Life Insurance Plan or Over 50s Life Insurance product purchased directly from Aviva. You will also not be eligible to benefit from this Promotion if, within the last 12 months, you have cancelled an Aviva Life Insurance Plan or Over 50s Life Insurance product.
- 5 The Promotion is subject to availability. The Promoter reserves the right to end or modify the Promotion at any time, for any reason and without prior notice or explanation but will always endeavour to minimise the effect to participants in order to avoid undue disappointment. Termination or modification of the Promotion will not affect eligible customers’ entitlement to a Gift Card if they have purchased an Over 50s Life Insurance product before the termination or modification date.
- 6 The Promotion is limited to one (1) £120 Gift Card when you purchase an Aviva Over 50s Life Insurance Plan. There is a limit of two Gift Cards per household, maximum 1 per person. If you become eligible, you’ll receive the following emails to redeem your gift card:
  - **How to claim Email:** Within 28 working days of your sixth monthly premium, you’ll receive an email inviting you to claim your gift card. Click the link in the email and make your selection within 45 days.
  - **Gift Email:** After claiming your gift, you’ll receive another email with your gift card within 28 working days. Click the link in this email to reveal your code within 45 days.
  - **Accessing Your Code:** Once you reveal your code you have 45 days to access it. After this period, the link will expire. Please note that the Gift Cards are provided electronically, as e-gift cards and not as physical gift cards.

- 7 Eligible customers can choose a gift card worth £120 from either Love2shop, M&S or Amazon.co.uk Gift Card\*. Read the full terms and conditions applicable to each type of Gift Card at [adventurerewards.aviva.co.uk/over50august25](https://adventurerewards.aviva.co.uk/over50august25)
- 8 The Promoter will not be liable to compensate you if your Gift Card is lost, stolen, destroyed, or used without permission. Gift Cards are non-exchangeable and there is no cash alternative, and they may not be transferred for value.
- 9 Privacy notice: Aviva is the data controller of any personal data collected in connection with this Promotion. Aviva's lawful basis for processing personal data will be its legitimate interests in providing this Promotion. MLP will be used to administer the Promotion, including hosting the Promotion webpage and corresponding with customers about the Promotion. Aviva will share customers' names, other unique identifiers, titles, email addresses, policy numbers and premium amounts with MLP for this purpose. MLP will not use customers' personal data for any other purpose. Please note you may be required to register with the Gift Card provider to access their site and redeem your Gift Card. In doing so, you will have left the Aviva site and the use of your personal data will then be subject to the relevant gift card provider's own Privacy Policy and Cookie Policy. For more information about how Aviva processes personal data and how you can exercise your rights, please see Aviva's privacy policy.
- 10 While nothing in these terms and conditions will limit the Promoter's liability for death or personal injury caused by its negligence or for fraud, or any other liability which cannot be lawfully excluded or limited, the Promoter shall not be liable for:
  - ✓ any failure to comply with its obligations where the failure is caused by something outside its reasonable control; or
  - ✓ any losses that you may incur which were not foreseeable by Aviva or you at the time of your participation in the Promotion
- 11 If any Paragraph in these Terms and Conditions is found by any court or administrative body of competent jurisdiction to be invalid or unenforceable, such invalidity or unenforceability shall not affect the other Paragraphs of these Terms and Conditions, which shall remain in full force and effect.
- 12 If you have any complaints about this Promotion or need assistance to participate, please contact us using this phone number: **0800 051 9192\*\***.
- 13 Your use of any website and the downloading of any materials in connection with the Promotion is governed by Aviva's Digital Terms and Conditions.
- 14 These terms and conditions are subject to the laws of England and Wales and any disputes will be subject to the non-exclusive jurisdiction of the English courts.

\*Restrictions apply, see [www.amazon.co.uk/gc-legal](https://www.amazon.co.uk/gc-legal)

\*\*Phone lines are open Monday – Friday 8:00am – 6:00pm. For our joint protection, telephone calls may be recorded and/or monitored. Calls to 0800 numbers from UK landlines and mobiles are free.