





Aviva Life Insurance Plan Gift Card Promotion

- 1 These terms and conditions apply to the Aviva Life Insurance Plan Gift Card promotion (the “Promotion”). By claiming a 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 apply for a new Aviva Life Insurance Plan anytime between 12:00am on 15th September and 11:59pm on 7th November 2025 (the “Promotion Period”). You must then go on to purchase that product (whether during or after the Promotion Period) and pay the first six (6) consecutive monthly premiums due for that product to receive a Gift Card. If your application is declined for any reason, you will not be able to participate in the Promotion. You must also be resident in the UK and aged between 18 and 77 at the time you apply. If you require additional support in accessing the Promotion, please call 0800 051 9192**.
- 4 The Promotion is not available if you apply for an Aviva Life Insurance Plan through any other channel (including via MyAviva, through a price comparison/cashback site or via a third party) 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 you have cancelled an Aviva Life Insurance Plan or Over 50s Life Insurance product within 12 months of the purchase date. This offer cannot be used by staff members, or in conjunction with any other discount and offers.
- 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 applied for an Aviva Life Insurance Plan before the termination or modification date.
- 6 The Promotion is limited to one (1) £120 Gift Card when you purchase an Aviva Life Insurance Plan (including single or joint policies). If you also take out an Aviva Critical Illness Plan as part of your application for a Life Insurance Plan, you will still receive one (1) £120 Gift Card. 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 between a 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/september25choices
 - 8 The Promoter will not be liable to compensate you if: (a) you are unable to benefit from this Promotion because your application for an Aviva Life Insurance Plan is declined by Aviva; or (b) 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
 - ✓ for any losses that you may incur which were not foreseeable by the Promoter 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

**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.