



Competition Terms & Conditions

King Cross Dental – Smile Makeover & Teeth Whitening Giveaway

Promoter:

KCDENT LTD trading as **King Cross Dental**
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1. The Competition

1. To celebrate the opening of **King Cross Dental**, we are running a promotional competition offering:
 - **5 free Smile Makeovers**, and
 - **100 free Teeth Whitening treatments**.
2. The competition is open to **UK residents aged 18 years or over**.
3. Entry is free and no purchase is required to enter.

2. How to Enter

To be eligible for the competition, entrants must complete **all** of the following steps:

1. **Follow** King Cross Dental on Instagram:
👉 [@kingcrossdental](https://www.instagram.com/kingcrossdental/)
2. **Repost our latest competition reel** on your Instagram Story and **tag** [@kingcrossdental](https://www.instagram.com/kingcrossdental/)
3. **Complete and submit the competition entry form** on our website and click “*Enter Competition*”

Failure to complete **all steps** will result in disqualification.

3. Closing Date & Winner Announcement

- **Competition closing date: 31 January 2026**
- **Winners announced: 5 February 2026**

Entries received after the closing date will not be accepted.

4. Monitoring & Verification

1. Our team will monitor and verify:
 - Instagram follows
 - Instagram Story reposts and tags
 - Website form submissions
2. Entry via the website **alone does not guarantee a prize**, particularly where the Instagram requirements have not been met.
3. King Cross Dental reserves the right to disqualify entries that do not comply with these Terms & Conditions.

5. Winner Selection Process

1. All valid entries that meet **all entry criteria** will be compiled into a single entry list.
2. Winners will be selected by a **random draw** conducted after the competition closing date.
3. The random draw will be carried out using:
 - A reputable **online random selection tool**, or
 - A computer-generated randomisation process
4. From the pool of valid entries:
 - **5 entrants** will be randomly selected to receive the **Smile Makeover** prize
 - **100 entrants** will be randomly selected to receive the **Teeth Whitening** prize
5. Each entrant may only win **one prize**.
6. The draw will be conducted fairly, transparently, and in accordance with UK promotional guidelines.

6. Smile Makeover Prize – Important Conditions

1. Winners of the **Smile Makeover** prize:
 - **Pay nothing at all**
 - **Do not pay for an initial check-up**
 - **Do not pay for any additional dental treatment required as part of the Smile Makeover**

2. A full dental assessment will still be carried out **free of charge** to meet the dentist's legal and ethical duty of care.
3. All treatment deemed necessary by the dentist to complete the Smile Makeover will be **fully included** in the prize.

7. Teeth Whitening Prize – Important Conditions

1. Winners of the **Teeth Whitening** prize must attend an **initial dental check-up** before whitening treatment.
2. This check-up:
 - Lasts approximately **30 minutes**
 - Is **discounted to £60**
 - Is required to confirm clinical suitability for teeth whitening
3. Teeth Whitening will only be provided if the dentist confirms it is safe and appropriate.

8. Clinical Eligibility & Duty of Care

1. All prizes are subject to clinical assessment and eligibility.
2. Dentists are legally and ethically required to ensure treatment is:
 - Safe
 - Clinically appropriate
 - In the patient's best interests
3. King Cross Dental reserves the right to refuse or delay treatment where proceeding would be clinically inappropriate.

9. No Obligation for Further Treatment

1. Teeth Whitening winners who are clinically eligible to proceed immediately are **under no obligation** to return to King Cross Dental for additional treatment.
2. Accepting a prize does not create any obligation to undergo further paid services.

10. Nature of the Prizes

1. Prizes are:
 - **Non-transferable**
 - **Non-exchangeable**
 - **No cash alternative is available**

2. Prize values are promotional and do not represent a cash value.

11. Data Protection & Privacy (GDPR)

1. Personal data collected as part of this competition will be processed in accordance with:
 - **UK GDPR**
 - **Data Protection Act 2018**
2. Dental and medical information is treated as **special category data** and handled securely and confidentially.
3. Full details are available in our **Privacy Policy**, available on our website.

12. General

1. King Cross Dental reserves the right to amend, suspend, or withdraw the competition if required for legal, clinical, or operational reasons.
2. By entering the competition, entrants agree to be bound by these Terms & Conditions.
