

DRAFT FOR DECISION · BEN LAKIN

FOUR DECISIONS, THEN IT SHIPS.

The referral draw is built: the mechanic, the emails, the entries register. What remains is a short list of choices only the Chairman can make. Tick, amend, or write in, and the terms go final.

01 PROMOTER ENTITY

The named promoter carries the legal obligations of the draw. Two candidates: **No Regrets Holdings Limited** (15858345), if this is a studio campaign; **The Artist Collective Limited** (13295411), if it is a NORA product exercise. The consultation address sits on the nora.tattoo domain, which argues for the latter; the prize is redeemed in the Bristol studio, which argues for the former.

DECISION _____

02 VOUCHER STANDARD LINES

Fixed by prior approval: **£500 voucher, tattoo services only, Bristol studio**. Suggested defaults, accept or amend: valid twelve months from issue; redeemable across one or more sittings; non-transferable; no cash alternative and no change given; bookings in advance, subject to artist availability.

AMENDMENTS _____

03 DATES

Signed off: entries close **23:59 BST, Tuesday 15 September 2026**; the draw runs publicly on **Wednesday 16 September**, the day after close; the voucher issues within five working days of a valid claim.

ALTERNATIVE _____

04 BOOTH NAME

Scoreboard on page 04. The choice fixes three things at once: the public subdomain, the consultation email address, and the landing page copy. Nothing client-facing prints until this is settled.

DECISION _____

TERMS & CONDITIONS · DRAFT

THE TERMS, AS DRAFTED.

Clauses one to six: who runs it, who may enter, how an entry is earned, and what the prize is. Items in vermillion await the decisions on page 01.

1 The Promoter

The promoter is The Artist Collective Limited, company number 13295411 ("the Promoter").

2 The promotion

This is a free prize draw connected to the tattoo preview booth operating at the Promoter's Bristol studio ("the Booth"). No purchase is necessary to enter, and no payment of any kind is required at any stage.

3 Eligibility

Open to residents of the United Kingdom aged 18 or over, excluding employees and contractors of the Promoter and its affiliated companies, and their immediate families. Attendance at a Booth preview appointment is free of charge.

4 Promotion period

The promotion is open now, and entries close at 23:59 BST on Tuesday 15 September 2026.

5 How to enter

- a. On attending a Booth preview appointment, each participant receives a unique referral code.
- b. An entry is created when a person referred by a participant books an appointment quoting that participant's code and attends it ("a qualified attendance").
- c. Each qualified attendance creates two entries in the entries register: one held by the referring participant and one held by the referred friend. Entrants may accumulate entries across multiple qualified attendances; entries are only ever created by a new qualified attendance, and never retrospectively.
- d. There is no limit to the number of entries a participant may earn. Odds of winning are proportional to entries held.
- e. A booking that is not attended creates no entry, and any provisional entries associated with it are void.

6 The prize

One voucher to the value of £500, redeemable against tattoo services at the Promoter's Bristol studio only. The voucher is valid for twelve months from issue, may be redeemed across one or more sittings, is non-transferable, and carries no cash alternative; no change is given. Bookings must be made in advance and are subject to artist availability. STANDARD LINES · DECISION 02

TERMS & CONDITIONS · DRAFT

THE DRAW, IN PUBLIC.

Clauses seven to eleven: how the winner is chosen in the open, reached on WhatsApp, and what happens to everyone's data afterwards.

7 The draw

The winning entry will be selected at random from the entries register using the Promoter's draw machine, screen-recorded in full. The draw will take place on Wednesday 16 September 2026, following same-morning validation of the entries register.

8 Winner notification and claim

The winner will be notified by WhatsApp message to the mobile number provided at booking, within two working days of the draw. The winner has 14 days from notification to claim the prize. If the prize is unclaimed after 14 days, or the winner is ineligible, a redraw will be conducted by the same public method. The voucher will be issued within five working days of a valid claim.

9 Publicity

In line with the CAP Code, the Promoter will make the winner's surname and county available on request. The winner may object, in which case this information will be provided to the Advertising Standards Authority only if required.

10 Data protection

Personal details, including the mobile number provided at booking, are used to administer appointments and this draw, as set out in the privacy notice at [\[PRIVACY LINK\]](#). Marketing communications are sent only to entrants who opt in at booking. Data is handled in accordance with UK GDPR.

11 General

The Promoter's decision on all matters relating to the draw is final. The Promoter reserves the right to amend or withdraw the promotion if events beyond its reasonable control make this necessary; any amendment will be published where these terms are published. This promotion is a free prize draw and not a lottery. These terms are governed by the laws of England and Wales.

**NO PURCHASE. NO PAYMENT.
NO SMALL PRINT SURPRISES.**

FREE DRAW ·
CAP COMPLIANT

DECISION 04 · BOOTH NAME

NAME THE BOOTH, NAME THE DOMAIN.

One choice cascades into three: the subdomain the landing page lives on, the address the consultation emails come from, and the word the operators say out loud in a noisy studio. Scored one to five, five criteria.

01 THE SCOREBOARD

CANDIDATE	CLARITY	DESCRIPTIVE	BRAND	EXCLUSIVE	PRACTICAL	TOTAL
The Mirror	5	3	4	4	5	21
The Preview	5	5	3	2	5	20
The Try-On	4	5	4	3	4	20
First Look	4	4	3	3	4	18
The Fitting Room	2	4	3	4	3	16

02 NOTES ON THE FIELD

The Mirror leads on the strength of being unmistakable when spoken and evocative of what the Booth does: it shows you yourself, inked, before the needle. It reads cleanly in every slot the name has to fill.

The Fitting Room scores lowest on spoken clarity: in a loud room it is one consonant from "the fitting groom", and the phrase carries a bridal-wear connotation that pulls against the studio.

Second Skin was removed from the field before scoring: it is an established tattoo aftercare product brand, and the collision is disqualifying.