

The Huginn Hub Games Terms

Last Updated: 26 March 2026

These Terms and Conditions ("Terms") govern your participation in the 'Hug or Shrug' rewards game and any other current or future interactive game(s), challenge(s), feature(s), or mechanic(s) made available within the Huginn Hub (together, the "Games") provided by Go Hug The World Limited (Company No. 16834250) ("we", "us", or "our"), whose registered office is Sussex Innovation Centre, Science Park Square, Brighton, East Sussex, England, BN1 9SB. By participating in any Games, you agree to be bound by these Terms in addition to our standard Website Terms of Use and Privacy Policy.

1. Eligibility and Participation

1.1. The Games are available to: (a) registered members of the Go Hug The World website who are aged 18 years or over; and (b) participants using any non-member trial version of the Games (where offered), who must also be aged 18 years or over. 1.2. A non-member trial version of the Games may be made available from time to time. Where available, trial participants are not required to be UK residents. Trial participation is limited to 5 cards in total (the "Trial Limit") (or such other trial limits as we may specify for a particular Game). 1.3. Participation is limited to one account per person. Multiple accounts created by the same individual will be disqualified, and any accumulated rewards will be forfeited. 1.4. Access to the Games is provided through the secure members' area of www.gohugtheworld.com (or, where available, via the trial access route we provide).

2. Earning Rewards

2.1. The Huginn Hub may host a variety of interactive game formats, which may change, be added, removed, renamed, re-themed, suspended, or replaced at any time without prior notice. Game formats may include, for example: interactive quizzes/trivia, hint-based guessing challenges, swipe interfaces, card-based selections, tournament-style/bracket challenges, timed challenges, and other similar mechanics (together, the "Games"). 2.2. Huginn Points for all Games (including any bonuses or promotions) are awarded based on the current criteria, rules, thresholds, and/or logic displayed within the Huginn Hub at the time you play (the "Hub criteria"). Any Huginn Points awarded will be added to your Huginn Points balance. 2.3. Successful game actions may earn Huginn Points, as defined and governed by the separate Huginn Points Terms and Conditions (the "Huginn Points T&Cs"). These Terms cover the mechanics of playing the Games (including point accumulation, reward mechanics, and fair play) and any game-specific rewards stated here or within the Hub criteria for the relevant Game. 2.4. **Usage limits and allowances:** Some Games may include daily or periodic usage limits (for example, a maximum number of cards/actions per day) and/or special actions with limited availability (for example, one per day). Any such limits and allowances are part of the Hub criteria for the relevant Game and membership tier (if applicable). We may change limits and allowances from time to time for operational, security, fairness, or commercial reasons. 2.5. **Game referral reward (bonus game token):** When an invitee signs up using the referrer's unique referral code and completes the qualifying in-Hub activity displayed at the time (for example, playing a stated number of cards/actions), the

referrer will receive **1 bonus game token**. The bonus game token is applied once per eligible invitee.

2.6. The total pool of available cards/content is curated by Go Hug The World and may change over time. We reserve the right to add, remove, or modify cards/content at any time without prior notice.

2.7. Rewards have no cash value, are non-transferable, and cannot be exchanged for cash, credit, or any other alternative.

3. Redemption of Rewards

3.1. Any earning, holding, or redemption of Huginn Points is governed by the Huginn Points T&Cs.

4. Anti-Fraud and Bot Policy

4.1. The Games are intended for manual human interaction only. 4.2. We employ monitoring technology to detect the use of automated scripts, "bots," macros, or any other software designed to simulate human gameplay or interactions. 4.3. If we, in our sole discretion, suspect that an account has utilized automated means or exploited a technical vulnerability to accumulate Huginn Points, or has engaged in any fraudulent activity (including bot usage, automated scripts, or similar):

- We reserve the right to immediately suspend or terminate the member's account (and/or their access to the Games).
- All accumulated Huginn Points associated with that account will be voided and forfeited.
- The individual may be permanently banned from future participation in any Go Hug The World promotions or membership schemes. 4.4. We reserve the right to request proof of manual participation at any time.

5. Data and Privacy

5.1. By playing any of the Games, you acknowledge that we will collect data generated through your gameplay and interactions (for example: preferences you express, content you engage with, decisions you make, features you use, and usage patterns within the Huginn Hub). 5.2. This data is used to build and improve your "Explorer Profile" to provide personalized travel recommendations, improve our services, and (where permitted) deliver targeted marketing. 5.3. We do not and will never sell your personal data to third parties. 5.4. Any personal data collected or generated through the Games (including any profiles or inferences created from gameplay activity) is processed in accordance with our Privacy Policy, which explains what we collect, why we collect it, our lawful bases, and your rights.

6. Limitation of Liability

6.1. Go Hug The World Limited provides the Game on an "as is" and "as available" basis. We do not guarantee that the Game will be error-free or uninterrupted. 6.2. We are not responsible for any technical malfunctions, server outages, or lost data that may result in the loss of accumulated Huginn Points. 6.3. We reserve the right to modify, suspend, or terminate the Game at any time. If the Game is permanently terminated, any earned Huginn Points will not be removed and will remain valid for redemption according to the Huginn Points T&Cs.

7. Governing Law

7.1. These Terms are governed by the laws of England and Wales. Any disputes arising from the Game shall be subject to the exclusive jurisdiction of the courts of England and Wales.