

Sponsor a Puppy TV FAQs

What is the survey for?

The Sponsor a Puppy team are working on a very exciting new TV advert and digital campaign, which we're hoping to launch later this year! We are looking for volunteers who sponsor a puppy to participate so we can showcase some of our amazing supporters, just like you! The survey lets us know whether you are interested in taking part, and gives us a bit of information about what you have enjoyed most about sponsoring a puppy so far!

What is the TV advert about?

Unfortunately, we can't reveal too much at this stage. Look out for some teasers and previews in the next few months to find out more!

What will you do with my information that I give in the survey?

The information you provide will be used to find our stars of the TV advert. The survey is anonymous and does not require a username to submit the response, which is why we ask for your first name and surname, so that we are able to locate your supporter record, and email address, as this is how we will contact you if you are progressing to the next stage of the project. Please do not enter any personal data or contact information in any fields other than in the "Information", which will be the first section to come up. This will help us process your responses.

We will only use your answers as part of this project, and it will be securely deleted at the end of the advert production, which will be by early 2024. The answers you provide in this survey will not be used for any purposes other than those specified in this document. Your personal data will be processed securely within the Sponsor a Puppy team, and please



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rest assured that all information you give will be stored as part of Guide Dogs' privacy policy, which can be found at the following link: <https://www.guidedogs.org.uk/privacy-policy/>

If you change your mind at any point and would like to withdraw your registration and/or to delete the answers you provided before the end of the advert production, please contact us and we will action this for you.

When does the survey close?

You have until 11.59pm on Monday 11th September to register your interest!

What would I need to do?

Once you fill out the survey, sit tight! We will contact you if you have been shortlisted and we will invite you to an on-camera virtual interview, taking place during the week of the 18th September. If you are successful, we will notify you, send you a little bit of paperwork, and once you've agreed to take part you'll join us on-location and be part of our filming day in November!

I am under the age of 18. Can I register my interest?

We are really sorry but unfortunately we are only able to accept responses from people over the age of 18. We know that this will be disappointing for younger supporters but we may have other opportunities available in the future, so please continue interacting with the content of your puppy and writing lovely comments! We always look for positive messages that we can feature in our advertising.

Did you get my response?

Please provide your supporter number and we'll be happy to look into this for you! We'll let you know if we have received



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your response - in the meantime, please don't resubmit the form, and we will notify you if we need you to submit your response again.

Where will the filming take place?

We will communicate all information if you are selected, but you must be able to travel to the South-West of England to take part.

Will I be paid?

Unfortunately this is a voluntary opportunity only and Guide Dogs is not able to offer payment for this project. The filming for this advert will take place in the South-West of England but we may be able to cover reasonable travel expenses.

How long would the shoot take?

Your time in filming shouldn't take any longer than two hours in total on the day of the shoot.

Can I bring my family?

Of course! We welcome all applications and it would be great to hear what your sponsored puppy means to you all. If your family are in attendance, they will need to provide consent and sign all relevant documentation indicating that they understand the project and what they are being asked to do.

I want to take part, but I'm not sure about appearing on camera.

Unfortunately appearing on camera would be mandatory, and also understanding that this advert will be going on TV and in adverts online, so quite a lot of people will see it. We understand that this could be really scary, so please don't feel like you need to register your interest if taking part would make you uncomfortable in any way.



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We may have other opportunities available in the future that wouldn't involve being on camera, so please continue interacting with the content of your puppy and writing lovely comments! We always look for positive messages that we can feature in our advertising.

If I take part, will I definitely be on TV?

There may be a situation outside Guide Dogs' control which means that not everyone involved in the filming will appear on TV. If something like this happens, we will let you know as soon as possible, and what this means for you.

Alongside the TV advert, we will be running some adverts online, such as on Facebook and Instagram. Being part of this project would mean that you would feature on TV but and also in our online adverts.



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