



## **GENERAL INFORMATION ON RECORD BREAKING**

### **PROCEDURE**

As you have received this document and the **Agreement Regarding Record Attempts**, this means that your proposal has been put on to our systems.

The first thing to do, as mentioned on the website and in the previous emails, is to read, sign and post/fax the entire **Agreement Regarding Record Attempts** to us. Once you have done this, you must wait for our response – do NOT send anything further until we request it. Once we have received your **ARRA**, an email will be sent to acknowledge receipt of this and your application will be activated on our systems.

If you chose the Fast Track option, we will be in touch within 3 working days with our decision, whether positive or negative. If you did not choose Fast Track, we will contact you within 4-6 weeks. **PLEASE NOTE** that occasionally it may take longer as we may need to consult external experts, but we will endeavour to keep you informed as to the progress of your claim.

When we contact you with our decision, it will be by email and could take one of four different forms:

- 1) We will reject your record category proposal, outlining our reasons for this decision.
- 2) We will let you know that your suggestion is still under consideration, but we are awaiting further details from external experts (see above).
- 3) We do not accept your suggestion exactly as your proposed it, but suggest a similar record that you may be interested in.
- 4) We accept your idea as a new record category / it is an existing record already.

If your application is successful, the email will contain the current record or the minimum required to set an inaugural record. Attached to this email will be two documents – the guidelines specific to that category and the General Evidence Requirements. These must be read very carefully as they outline how to set up and then prove your record attempt.

World records can be broken at any time. **We strongly recommend that the organisers of any attempt check with *Guinness World Records* shortly before their attempt to ensure that the relevant record has not been broken or set in the interim.**

Once you have made your attempt, send in the requested evidence and we will assess your claim within around 6-8 weeks. A quicker answer can be given by using our Fast Review service, but this is only available after your evidence has been received.

## ACCEPTANCE

**It is at our sole discretion which records are accepted and/or published and our editorial decision is final.**

Failure to follow the evidence requirements or the record-specific guidelines is likely to result in your claim being rejected. If any aspect of the Rules/Guidelines is unclear to you, it is **your** responsibility to contact us **before** your record attempt goes ahead.

## RECOGNITION

Any attempt that is successfully accepted as having broken and/or set a record will be awarded an exclusive certificate recognising the achievement.



- If it is recognised, details of the achievement will be added to our world-famous and internationally recognised database collection of records. Inclusion in the database does not mean that the achievement shall be featured in any **Guinness World Records** publication.
- The record details will be freely given to interested third parties, without prejudice, such as the press, media and general public.

### **COPYRIGHT**

*Please note that **GUINNESS WORLD RECORDS** and the **Star and column logo** are Trade Marks of Guinness World Records Limited, a wholly owned subsidiary of The Jim Pattison Group. Their use in any form of advertising, promotion and publicity and use on clothing or other merchandise is strictly forbidden without prior written permission. **If you would like to apply for permission please contact the Licensing Department at the address on Page 5 of this pack.***

## **PREMIUM SERVICES**

### **FAST TRACK**

It currently takes between 4 and 6 weeks for our researchers to reply to a record application. However, if you need an answer quicker than this, we are able to offer a premium "Fast Track" service. This service ensures that your application is reviewed and a response sent to you within three working days of receipt of your Agreement Regarding Record Attempts, here in the London office.

This service carries a charge of £300\*, and payment must be received by Guinness World Records before we can process your application.

- If you use the service and your record suggestion is approved by us, or is a current Guinness World Records category, we will get back to you within the three days with relevant rules so you can go ahead and attempt the record, as soon as possible.
- In addition, should you have any subsequent queries regarding your attempt, we will answer those as a priority up until the date of the attempt.
- If, however, your record suggestion is not suitable for a Guinness World Record, we'll also get back to you with an explanation of why it is not of interest.

Credit card payment can be made online by our secure server. Whilst the Fast Track fee guarantees a response within the three working days, it is not a guarantee that your proposal will be accepted by GWR as a potential record category. The proposal will be considered and reviewed by us here at GWR, as all proposals are, on its individual merits. A refund, therefore, will NOT be given solely on the grounds of your proposal being rejected by us.

[http://www.guinnessworldrecords.com/member/services\\_fast\\_track.aspx](http://www.guinnessworldrecords.com/member/services_fast_track.aspx)

\*Please note, the fee covers the review of the initial record category query only, it does not cover the review of any subsequent claim on the relevant category. We do, however, offer a Fast Review service to the review and potential approval of any completed record claim. (see below)

### **FAST REVIEW**

Due to the vast quantity of claims we receive it can take up to 8 weeks for your completed record claim to be reviewed. If you require an urgent response for your record claim, we offer a priority Fast Review service which guarantees a response within 2 working days.

Once we have received your documentation and receipt of £300, a Records Manager is assigned immediately to your claim. If your claim is successful, confirmation of your record and certificate will be couriered to you. Purchase of the Fast Review service does not guarantee the approval of your claim. Our refunds policy is the same as Fast Track – should you break any guidelines or should we find problems with your evidence, your claim will be rejected and no refund would be applicable.

[http://www.guinnessworldrecords.com/member/services\\_fast\\_review.aspx](http://www.guinnessworldrecords.com/member/services_fast_review.aspx)

### **ADJUDICATION**

You can request a **Guinness World Records** representative to attend your event, please contact us via the website. All requests are considered on an individual basis, and incur costs such as airfares, accommodation and an overall or daily attendance rate. It is advisable to submit your proposal to us as early as possible prior to your attempt. Note that it is not generally necessary for **Guinness World Records** adjudicators to attend events. The guideline and General Evidence Requirements documents are intended to enable us to process your record claim from London, UK.

[http://www.guinnessworldrecords.com/member/services\\_adjudications.aspx](http://www.guinnessworldrecords.com/member/services_adjudications.aspx)



## LOGO USAGE

Once you have received your guidelines you can apply via our website to use the Guinness World Records™ and logo to promote your attempt.

We can offer use of our tm and logo on specific items for up to two weeks before your attempt for a fixed fee of £275.

Alternatively we can offer you a bespoke licensing deal more suited to your needs.

Please note that GUINNESS WORLD RECORDS and the Star and column logo are Trade Marks of Guinness World Records Limited, owned by The Jim Pattison Group. Their use in any form of advertising, promotion and publicity and use on clothing or other merchandise is strictly forbidden without prior written permission.

[http://www.guinnessworldrecords.com/member/services\\_licensing.aspx](http://www.guinnessworldrecords.com/member/services_licensing.aspx)

## COMPUTER GAMES RECORD ATTEMPTS

With the launch of the Guinness World Records Gamer's Edition book, we now receive a high volume of video games-related record applications, which are handled slightly differently to general record attempts. Details of the Gamer's Records applications process are included below in a step-by-step guide.



1. Do your research. There are some world record attempts that we don't recognise for various reasons, so it's worth consulting the Gamer's Edition website (<http://gamers.guinnessworldrecords.com/>) to make sure we'll accept your record. It'd be a shame to miss out on a Guinness World Record because of a technicality.
2. Before you do anything else, tell us who you are by registering on the Gamer's Edition Website. Then follow the links to tell us what you're planning to do. We'll send you an agreement to sign which sets out how we approve records and what happens if you're successful.
3. Send us the signed agreement (fax or scanned email is fine). Once that's done, we'll get in touch with you to let you know the guidelines for the attempt, and if there's an existing record you need to beat. In some cases, we may have to reject your claim but we'll always let you know why.
4. Carry out your record attempt. For us to consider an attempt as valid, you'll need to convince us that your claim is for real. We insist on the following as a minimum:
  - a. An Audience  
Normally a record attempt needs to be carried out in front of an audience of 5 of more people (your friends are fine for this).
  - b. Two Witnesses  
You'll also need two witnesses who are prepared to testify that you've actually done what you claim. Both witnesses need to be over 18 and we'll need some evidence of their integrity (for example, they may have some standing in the local community, or be associated with a profession). Also, at least one of them has to be considered an expert in video games - the manager of your local video games store is a good example, but we'll also accept journalists, programmers, designers, or publishers. We find many video games stores are happy to host a world record attempt so don't be afraid to ask!

5. Send us the proof. Once the record attempt has taken place, you need to let us know how you did. For us to consider your record, you'll need to send us hard copies of the following:
  - a. The footage  
A video (DVD format) of the entire record attempt from start to finish. Make sure it's as high-quality as possible - we may reject your claim if the footage isn't clear enough.
  - b. Witness statements  
We need a signed statement from each of your witnesses that details exactly what they saw you do, including times, scores, dates and the location where your attempt took place. Each statement needs to be on letterheaded paper from the witness' company, and include their contact details.
  - c. Photos  
You'll need to include some photographs of the attempt in progress, and of the venue where it took place
  - d. Screenshots  
If your record is of an in-game achievement, you can support your entry with screenshots. While we don't use these as evidence (they're too easy to tamper with), we may use them to illustrate your achievement on our website or in the book if we approve it.
  - e. Any other supporting evidence  
If there's anything else that you'd like to submit that you think will help us determine that your claim is the real deal, feel free to include it, but bear in mind we can't return anything you send us.
6. Leave it to us, but remember that our word is final. In most cases, we'll approve your record based on the evidence you send us, but sometimes we may ask for more info, or even invite you to attend an official Guinness World Records adjudication to verify your claim in person.

## **OTHER FREQUENTLY ASKED QUESTIONS (FAQS)**

### **Where are the headquarters of *Guinness World Records*?**

Any postal correspondence should be sent to:

**Guinness World Records Ltd,  
3<sup>rd</sup> Floor,  
184-192 Drummond Street,  
London, UK  
NW1 3HP**

### **How much does it cost to set a *Guinness World Record*?**

Generally, nothing! The only time Guinness World Records might expect payment is if you need to use our Fast Track or Fast Review service – and if members of our staff have, by arrangement, attended your event. Also, while all successful record breakers receive, free of charge, a certificate recognizing their achievement, we do make a charge for any **additional copies** if they're requested.

### **Why must all my claim documentation be submitted in English?**

We received claims from all over the world. It is simply not possible for us to have every piece of documentation translated into English ourselves, or to have Record Managers who can speak every language.

### **Will I get my materials back?**

Due to the large volume of materials we receive it is not possible for us to return items that you have submitted. For original documents such as passports, birth certificates etc., copies should be submitted, provided they are certified as true copies of the original documents (this process differs from country to country but normally involves the document being copied in the presence of a public notary, police officer, lawyer etc., who signs and stamps the copy to certify that it is an accurate version of the original).

### **How can I get my record published in the *Guinness World Records* book?**

Unfortunately due to the very large number of records we maintain on our database and the limited amount of space in our book, we are unable to guarantee that any record will appear in our book. However, exciting records that are supported by good quality photographs have a better than average chance of appearing.

### **Can I order additional certificates?**

Yes, unframed certificates can be ordered by logging onto the Track Your Record Attempt section of the GWR website at a cost of £10.

### **Can I use the GWR logo and/or brand name on my products, letterhead, publicity material, etc.?**

No, not without express permission from GWR. See Clause 11 of the Agreement Regarding Record Attempts and the licensing section of our Premium Services pages.

### **Do I receive payment for achieving a world record?**

*Guinness World Records* **never pay record breakers for their achievements** – we also do not cover expenses, offer sponsorship or provide equipment. We believe that the prestige and international recognition of being an official *Guinness World Record Holder* is reward enough. Also, our record holders are fuelled not by financial gain but **the satisfaction of setting, achieving and surpassing their goals** – and receiving the official *Guinness World Records* certificate.