

# TERMS & CONDITIONS

**CY & MT only. 18+.** Purchase a Pringles can, visit Pringles.com, scan the can to launch the AR game & successfully complete the challenge between 00:01 CEST (01:01 EEST) 04/09/23 & 23:59 CET 28/02/24 (00:59 EET 01/03/24). 100 prizes of 1 x €120 Rakuten TV code available, 4 per sub-period. Prizes awarded to entrants who successfully complete the challenge fastest each week. **Extended Promotional Period:** 2 x monthly competitions between 00:01 CET (01:01 EET) 29/02/24 & 23:59 CET 26/04/24 (00:59 EET 27/04/24) where winners will be selected in the same manner for the chance to win 1 x €120 Rakuten TV code per month. Max 1 prize/person & 1 entry/day. Rakuten TV code conditions & exclusions apply, codes to be used against rental movies eligible for offer only, max. 24 movie rentals permitted within a 12-month period. Internet access & account registration required. Retain receipt. Total prize pool value €12,240. Full T&Cs, registration & prize details visit [www.pringles.com](http://www.pringles.com).

## TERMS & CONDITIONS

1. This Promotion is open to residents of Malta and Cyprus aged 18 or over, excluding employees of the Promoter, agents, distributors or affiliated companies of the Promoter or immediate family members (defined as parents, children, siblings, spouse and life partners and any other person residing with), and anyone professionally associated with this Promotion.
2. Purchase is necessary. **Please retain an itemised receipt that states the time and date of purchase prior to entry, but within the relevant Promotion Period, as this may be required for validation and in order for the winner to receive their Prize.** Internet access a smartphone or tablet, a Kellogg's account and a valid email address are required.
3. **Main Promotion Period:** Enter between 00:01 CEST (01:01 EEST) on the 4<sup>th</sup> September 2023 and 23:59 CET on the 28<sup>th</sup> February 2024 (00:59 EET on 29<sup>th</sup> February 2024) inclusive. Within which there will be separate promotional sub-periods ("Promotion Sub-Periods") as outlined below. Entries can be made between 00:01 and 23:59 each day during the Main Promotional Period:

Promotion Sub Period	Start Time & Date	End Time & Date
1	00:01 CEST (01:01 EEST) on 04/09/2023	23:59 CEST 10/09/2023 (00:59 EEST 11/09/2023)
2	00:01 CEST (01:01 EEST) on 11/09/2023	23:59 CEST 17/09/2023 (00:59 EEST 18/09/2023)
3	00:01 CEST (01:01 EEST) on 18/09/2023	23:59 CEST 24/09/2023 (00:59 EEST 25/09/2023)
4	00:01 CEST (01:01 EEST) on 25/09/2023	23:59 CEST 01/10/2023 (00:59 EEST 02/10/2023)
5	00:01 CEST (01:01 EEST) on 02/10/2023	23:59 CEST 08/10/2023 (00:59 EEST 09/10/2023)
6	00:01 CEST (01:01 EEST) on 09/10/2023	23:59 CEST 15/10/2023 (00:59 EEST 16/10/2023)
7	00:01 CEST (01:01 EEST) on 16/10/2023	23:59 CEST 22/10/2023 (00:59 EEST 23/10/2023)
8	00:01 CEST (01:01 EEST) on 23/10/2023	23:59 CET 29/10/2023 (00:59 EET 30/10/2023)

9	00:01 CET (01:01 EET) on 30/10/2023	23:59 CET 05/11/2023 (00:59 EET 06/11/2023)
10	00:01 CET (01:01 EET) on 06/11/2023	23:59 CET 12/11/2023 (00:59 EET 12/11/2023)
11	00:01 CET (01:01 EET) on 13/11/2023	23:59 CET 19/11/2023 (00:59 EET 20/11/2023)
12	00:01 CET (01:01 EET) on 20/11/2023	23:59 CET 26/11/2023 (00:59 EET 27/11/2023)
13	00:01 CET (01:01 EET) on 27/11/2023	23:59 CET 03/12/2023 (00:59 EET 04/12/2023)
14	00:01 CET (01:01 EET) on 04/12/2023)	23:59 CET 10/12/2023 (00:59 EET 11/12/2023)
15	00:01 CET (01:01 EET) on 11/12/2023	23:59 CET 17/12/2023 (00:59 EET 18/12/2023)
16	00:01 CET (01:01 EET) on 18/12/2023	23:59 CET 24/12/2023 (00:59 EET 25/12/2023)
17	00:01 CET (01:01 EET) on 25/12/2023	23:59 CET 31/12/2023 (00:59 EET 01/01/2024)
18	00:01 CET (01:01 EET) on 01/01/2024	23:59 CET 07/01/2024 (00:59 EET 08/01/2024)
19	00:01 CET (01:01 EET) on 08/01/2024	23:59 CET 14/01/2024 (00:59 EET 15/01/2024)
20	00:01 CET (01:01 EET) on 15/01/2024	23:59 CET 21/01/2024 (00:59 EET 22/01/2024)
21	00:01 CET (01:01 EET) on 22/01/2024	23:59 CET 28/01/2024 (00:59 EET 29/01/2024)
22	00:01 CET on 29/01/2024 (01:01 EEST on 30/01/2024)	23:59 CET 04/02/2024 (00:59 EET 05/02/2024)
23	00:01 CET on 05/02/2024 (01:01 EEST on 06/02/2024)	23:59 CET 11/02/2023 (00:59 EET 12/02/2024)
24	00:01 CET on 12/02/2024 (01:01 EEST on 13/02/2024)	23:59 CET 18/02/2024 (00:59 EET 19/02/2024)
25	00:01 CET on 19/02/2024 (01:01 EEST on 20/02/2024)	23:59 CET 28/02/24 (00:59 EET 29/02/24)

4. **Extended Promotion Periods:** After the Main Promotion Period, entries made between the two following Extended Promotion Periods will be entered into the respective Extended Promotion Period:

- a. **Extended Promotion Period 1:** Enter Between 00:01 CET (01:01 EET) on the 29<sup>th</sup> February 2024 and 23:59 CEST on the 28<sup>th</sup> March 2024 (00:59 EEST on 29<sup>th</sup> March 2024).
- b. **Extended Promotion Period 2:** Enter between 00:01 CEST on the 29<sup>th</sup> March 2024 and 23:59 CEST on the 26<sup>th</sup> April 2024 (00:59 EEST on 27<sup>th</sup> April 2024).

5. **To Enter the Promotion:** Entrants must:

- a. Purchase a can of Pringles;
- b. Using a smartphone or tablet, visit Pringles.com and log in or register for a Kellogg's account and complete the multi-factor authentication requirements;
- c. Scan the can to launch the AR game;

- d. Complete the AR game challenge (“the challenge”) in the fastest time;
6. **Further Entry Conditions:**
    - a. Smart phones using operating systems below iOS 14 or Android 9, and iPhone models older than an iPhone 8 may operate at a sub-standard rate which may impact on an entrant’s completion time.
    - b. The AR game can only be launched using mobile Safari or mobile Google Chrome.
  7. Each entry must be accompanied by a new batch code and receipt of a purchase made within the Promotion Period that pre-dates the time and date of entry.
  8. Maximum of one entry is permitted per person, per day during the Promotion Period and a maximum of one prize is permitted per person during all Promotion Periods.
  9. Once an entrant has entered the Promotion a total of 50 times throughout both Promotion Period, they will instantly be notified on screen that they need to provide Pringles Customer Care with proof of purchase for all entries submitted. If proof of purchase for all entries submitted cannot be provided, that entrant will no longer be eligible to enter the Promotion and all subsequent entries will be void.
  10. Winners must retain the itemised receipt that states the time and date of purchase made within the Promotional Period that pre-dates the time and date of entry, as they may be required at any time for validation and in order for the Winner to receive the prize.
  11. **Main Promotion Period Prizes:** During the Main Promotional Period, there are a total of 100 Prizes to be won, four (4) Prizes per Promotion Sub Period. Each Prize consists of one (1) Rakuten TV code with value of €120.
  12. **Extended Promotion Period Prizes:** There is one (1) Prize to be won within each Extended Promotion Period. Each Prize consists of one (1) Rakuten TV code with a value of €120.
  13. **Further Prize Conditions:**
    - a. Rakuten TV codes are to be used against rental movies that are eligible for offer only. A list of eligible rental movies can be found at:
      - i. Malta: <https://rakuten.tv/mt/campaigns/mt-lp-hd>
      - ii. Cyprus: <https://rakuten.tv/cy/campaigns/cy-lp-hd>
    - b. A maximum of 24 movie rentals are permitted within a 12-month period using the Rakuten TV code.
    - c. Rakuten TV account registration is required and is free. If you don’t have an existing account with Rakuten.tv, you will be required to register at Rakuten TV and accept the Terms of Use, Contractual Conditions, Privacy Policy, and Cookies.
    - d. Rakuten TV codes are not transferable, cannot be exchanged for cash and cannot be re-issued if lost.
    - e. Each Prize will be issued with a minimum 12-month validity period and all movie rentals must be completed before the expiry date.
    - f. Vouchers and voucher codes cannot be extended or refunded if not redeemed by their expiration date.

Creating a Rakuten TV account and use of the Prize will be subject to the applicable Rakuten TV terms and conditions. For further details as well as all conditions regarding the use of the Prize, please visit: [https://rakuten.tv/uk/terms\\_conditions/3806](https://rakuten.tv/uk/terms_conditions/3806)

14. **Winner Selection Main Promotional Period:** The entrant who successfully completes the challenge in the quickest time in each Promotion Sub-Period will be deemed the winner (“Sub-Period Winner”). Any

unwon prizes from any Promotion Sub-Period will be rolled over into the prize pool for the next Promotion Sub-Period.

15. **Winner Selection Extended Promotional Periods:** The entrant who successfully completes the challenge in the quickest time during each Extended Promotion Period will be deemed the final winner for that Extended Promotional Period ("Final Winner").
16. In the event of a tie between two or more entrants due to equal completion times, those entrants will be contacted and asked to answer the following question: what makes your perfect night in?
17. Entries received based on clause 15 above will be judged by an independent third party on:
  - a. Originality;
  - b. Creativity; and
  - c. Humour
18. **Winner Notification:**
  - a. **Main Promotion:** Each Sub-Period Winner (determined by completing the challenge in the fastest time or answering the question in Clause 15) will be contacted via email within 28 days of completing the challenge on the Pringles website or by answering the question in Clause 15 and may be asked to provide evidence of identity and eligibility. If a Winner does not respond to the initial contact within 14 days, or is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award the Prize to the next fastest entrant from the relevant Sub Period.
  - b. **Extended Promotion Catch All Draw:** The Final Winner (determined by completing the challenge in the fastest time during the Extended Promotional Period, or answering the question in Clause 15), will be contacted via email within 28 days of the close of the Extended Promotional Period and may be asked to provide evidence of identity and eligibility. If the Final Winner does not respond to the initial contact within 14 days or is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award the Prize to the next fastest entrant from the Extended Promotional Period.
19. Following the end of Extended Promotional Period 2, in the event of any Prizes that are rejected, undelivered, unclaimed or returned to sender throughout any Promotion Period, or if a Winner or Final Winner is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award these to the next fastest entrant/s who successfully completed the challenge during the relevant Sub-Period or Extended Promotion Period in which the Prize was originally awarded. As this depends wholly on what is won during the Promotion, the number of Prizes that may be awarded by this route is unknown. Any Winners via this route will be notified via email within 28 working days from the end of Extended Promotional Period 2.
20. **Prize Acceptance & Delivery:** Sub Period or Final Winners ("Winner" or "Winners") not asked to provide evidence of identity or eligibility should look out for an email confirming they are a Winner. Once a Winner who has been requested to provide evidence of their identity and eligibility has done so where necessary, they should look out for an email confirming they are a Winner. Please allow up to 90 days for delivery of Prizes to the email address provided when registering for a Kellogg's account, although The Promoter will endeavour to send these out within 28 days of winning.

21. In the unlikely event that a Prize doesn't arrive within 90 days of Winner Notification, winners will have a further 28 days to inform the Promoter by visiting the Contact Us page on Pringles.com. If a winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.
22. **Moderation:** The Promoter will reject entries based on clause 15 which, in the reasonable opinion of the Promoter:
  - a. Contain any content that is offensive or could reflect negatively on the name, reputation, or goodwill of the Promoter;
  - b. Defame, misrepresent, or insult other people or companies, including, but not limited to the Promoter (including its partners); and/or promote any political agenda.
23. **Malta only:** Any relevant taxes that are required to be paid in order to claim the Prize is the responsibility of the Winner.
24. **Malta only:** At the request of the Malta Gaming Authority, the first name and locality of the Prize winners will be made available by visiting [www.promowinners.com/pringlesBNI](http://www.promowinners.com/pringlesBNI) for a period of 6 months after the close of the Extended Promotional Period. Without prejudice, the Promoter will provide the full winner details to the Malta Gaming Authority on reasonable request.
25. It is the responsibility of the winners to supply the correct personal information in their Kellogg's account in order to claim their Prize. The Promoter will not be liable for the non-delivery of the Prize caused by the provision of wrong information. Winner's postal address cannot be updated after entry.
26. The Promoter may request that the winners participate in reasonable publicity arising from the Promotion including use of the winner's name, voice, city/county of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise. Participation is at the winner's discretion and is not a condition of Prize Acceptance.
27. The Promoter seeks to run fair and secure promotions and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entries (and any of your associated aliases) will be disqualified, any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:
  - a. Verify the eligibility of entrants and/or provisional winners by requesting such information we consider reasonably necessary for this purpose. Entry or a Prize may be withheld unless and until verification is completed satisfactorily.
  - b. Disqualify entries that are not made directly by the individual entering the Promotion.
  - c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
  - d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
  - e. Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', multiple SIM cards for Text entries, masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.

- f. Disqualify entries which, in some other way, do not fully meet the requirements of these Terms & Conditions.
28. Entrants must complete their details using their legal name. The Promoter reserves the right to disqualify any entrant who uses multiple names or email addresses and to require them to return any Prize they may have won.
29. The Prizes are not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason any element of a Prize is not available, the Promoter reserves the right, at its sole discretion to substitute another Prize for it, of equal or greater value.
30. If the Promotion is not capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, the Promoter reserves the right to disqualify any individual who tampers with the entry process or does not comply with these Terms & Conditions, or invalidate any affected entries and/or to cancel, modify or suspend the Promotion.
31. No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to the promotional website.
32. The Promoter and its associated agencies and companies are not liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Promotion or accepting or using a Prize, except for any liability which cannot be excluded by law. Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence.
33. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances of the Promoter.

We are committed to protecting your privacy. Kellogg Europe Trading Limited (Kellogg) will only process your information for the following purposes: (1) To administer this promotion in line with the terms and conditions, and (2) to contact you in relation to future promotions and for marketing purposes. We will never sell your data to third parties, but may combine your data with data from other sources in order to build anonymised/pseudonymised profiles for targeted advertising. Your data will be processed and held on servers located in the United States. Kellogg has ensured that any processors we use are obligated under EU Standard Contractual Clauses to ensure data protection compliance. We will hold your data as long as your consent is valid and you wish to receive marketing communications. You have the right to access your data, withdraw your consent, or to have your data erased. You also have the right to contact a data protection supervisory authority. For further questions on how we use your data, please see our Privacy Policy. You can also contact us at [DataPrivacyOfficer@kellogg.com](mailto:DataPrivacyOfficer@kellogg.com). Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with Promoter's Privacy Policy and can be found at:

- a) Cyprus: <https://www.pringles.com/gr/privacy-policy.html> or <https://www.pringles.com/gr/en/privacy-policy.html>

b) Malta: <https://www.pringles.com/gr/en/privacy-policy.html>

34. If required by law or self-regulatory codes that govern the operation of the Promotion, the Promoter may be required to share some personal data of winners with authorities, solely to the extent legally required. This information may include winners' name, surname, county of residence or any other personal data the Promoter is required to share.
35. If any part of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.
36. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
37. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
38. These Terms and Conditions shall be governed by the law of the relevant country for each entrant, and entrants submit to the exclusive jurisdiction of the courts of the relevant country they reside in.

MGA Permit Number: MGA/CCG/026/2023

**Promoter:** Kellogg Europe Trading Limited, 3 Dublin Airport Central (DAC), Dublin Airport, Dublin (company registration number 0387390). PLEASE DO NOT SEND ENTRIES TO THIS ADDRESS.