

TERMS & CONDITIONS

ROI only. 18+. Purchase a Pringles can, visit Pringles.com & scan the can to launch the AR game and complete the challenge between 29.05.23 & 15.10.23 to enter the competition. Prize to be awarded to the entrant who successfully completes the challenge fastest in each week. Prizes: 20 x €300 Multi-retailer voucher. Extended Period: Enter between 16.10.23 & 14.11.23. Prize: 1 x €300 Multi-retailer voucher awarded to the entrant who successfully completes the challenge fastest within the Extended Period. Max 1 prize per person per entry period & 1 entry per day. Internet access & smartphone/tablet with camera required. Retain receipt and can. Full T&Cs: Pringles.com

TERMS & CONDITIONS

1. Participating in this Promotion implies full acceptance of these Terms and Conditions as a whole.
2. This Promotion is only open to legal residents of the Republic of Ireland aged 18 or over.
3. This Promotion excludes employees of Kellogg's and their immediate families, its agencies, or anyone professionally connected with the Promotion.
4. Purchase of a Pringles can, internet access and a smartphone or tablet are required. This is an online Promotion only, there is no postal or telephone application route.
5. Only entries via the official website and entry form will be accepted.
6. **Main Promotional Period:** The Promotion is open from 00:01 on 29th May 2023 until 23:59 on 15th October 2023, within which there will be weekly promotional periods ("Weekly Promotional Period") as outlined below. Entries can be made between 00:01 and 23:59 each day during the Main Promotional Period.

Weekly Promotional Period	Start Time & Date	End Time & Date
1	00.01 on 29.05.23	23.59 on 04.06.23
2	00.01 on 05.06.23	23.59 on 11.06.23
3	00.01 on 12.06.23	23.59 on 18.06.23
4	00.01 on 19.06.23	23.59 on 25.06.23
5	00.01 on 26.06.23	23.59 on 02.07.23
6	00.01 on 03.07.23	23.59 on 09.07.23
7	00.01 on 10.07.23	23.59 on 16.07.23
8	00.01 on 17.07.23	23.59 on 23.07.23
9	00.01 on 24.07.23	23.59 on 30.07.23
10	00.01 on 31.07.23	23.59 on 06.08.23
11	00.01 on 07.08.23	23.59 on 13.08.23
12	00.01 on 14.08.23	23.59 on 20.08.23
13	00.01 on 21.08.23	23.59 on 27.08.23
14	00.01 on 28.08.23	23.59 on 03.09.23
15	00.01 on 04.09.23	23.59 on 10.09.23

16	00.01 on 11.09.23	23.59 on 17.09.23
17	00.01 on 18.09.23	23.59 on 24.09.23
18	00.01 on 25.09.23	23.59 on 01.10.23
19	00.01 on 02.10.23	23.59 on 08.10.23
20	00.01 on 09.10.23	23.59 on 15.10.23

7. **Extended Promotional Period:** After the Main Promotional Period, entries made between 00:01 on 16th October 2023 and 23:59 on 14th November 2023 will be entered into the Extended Promotional Period competition.
8. To enter the Promotion, entrants must:
 - a. Purchase a can of Pringles;
 - b. Using a smartphone or tablet, visit Pringles.com and register for a Kellogg's account if they have not already done so, and complete the multi-factor authentication requirements if required;
 - c. Launch the AR window on Pringles.com and scan the Pringles can to launch the AR game;
 - d. Complete the AR game challenge ("the challenge") in the fastest time.
9. **Further Entry Conditions:**
 - a. Smart phones using operating systems below iOS 14 or Android 9, and iPhone models of an iPhone 8 or older 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.
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. Entrants may submit 1 entry per day during the Promotional Period. Once an entrant has entered the Promotion a total of 50 times throughout the entire Promotional 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 be able to enter the Promotion and all subsequent entries will be void.
12. Max. 1 prize per person during the entire Promotional Period.
13. **Main Promotional Period Prizes:** During the Main Promotional Period, there are a total of 20 Prizes to be won, one per Weekly Promotional Period. Each Prize consists of one (1) €300 Multi-retailer voucher code.
14. **Extended Promotional Period Prize:** There is one (1) Prize to be won within the Extended Promotional Period. The Prize consists of one (1) €300 Multi-retailer voucher code.
15. **Further Prize Details:**
 - a. Winners will be contacted via email within 28 days of completing the challenge on the Pringles website regarding their Prize.

- b. Voucher codes can be redeemed partially or in full.
- c. Voucher codes are not transferable, cannot be exchanged for cash and cannot be re-issued if lost.
- d. Voucher codes cannot be extended or refunded if not redeemed by their expiration date.
- e. Winners will be issued a voucher code along with a URL:
<https://clients.ovationincentives.com/redeem/en/home>
- f. Voucher codes and URLs will also be sent by the Promoter to the Winner via email.
- g. To redeem, Winners must visit the URL, and enter their voucher code.
- h. Select the chosen voucher provider including the desired quantity of vouchers for that specific retailer. Once complete add vouchers to the shopping basket.
- i. Winners must then follow the check-out process to confirm their selected voucher.
- j. Once Winners have selected their voucher, they will then be subject to any applicable terms and conditions for that voucher. Winners should find these terms and conditions on the voucher provider's website, and should review these before selecting their voucher.
- k. Each voucher code will be issued with a minimum 15-month validity period.
- l. Voucher codes can be redeemed partially or in full.
- m. Voucher codes can be added together in order to use the total value of all rewards received by a recipient. Up to 10 voucher codes can be added together and redeemed in one go.

16. **Winner Selection Main Promotional Period:** The entrant who successfully completes the challenge in the quickest time in each Weekly Promotional Period will be deemed the weekly winner ("Weekly Winner"). Any unwon prizes from any week will be rolled over into the prize pool for the next Weekly Promotional Period.

17. **Winner Selection Extended Promotional Period:** The entrant who successfully completes the challenge in the quickest time during the Extended Promotional Period will be deemed the final winner for the Extended Promotional Period ("Final Winner").

18. 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 is your idea of the perfect summer get-together?'

19. Entries received based on Clause 18 above will be judged by an independent third party on:

- a. Originality;
- b. Creativity; and
- c. Humour

20. **Winner Notification Main Promotional Period:** The Weekly Winners (determined by completing the challenge in the fastest time or answering the question in Clause 18) will be contacted via email within 28 days of completing the challenge on the Pringles website or by answering the question in Clause 18 and may be asked to provide evidence of identity and eligibility. If a Weekly 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 Weekly Promotional Period.

21. **Winner Notification Extended Promotional Period:** The Final Winners (determined by completing the challenge in the fastest time during the Extended Promotional Period, or

answering the question in Clause 18), 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.

22. **Prize Acceptance & Delivery:** Weekly 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, 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.
23. In the unlikely event that a Prize doesn’t arrive within 90 days, Winners will have a further 28 days to inform the Promoter by visiting the Contact Us page on Pringles.com. In the event that a Winner does not inform the Promoter within this time frame, the Promoter will reserve the right to not reissue the Prize or limit its value at their sole discretion.
24. Following the end of the Extended Promotional Period, in the event of any Prizes that are rejected, undelivered, unclaimed or returned to sender, or if a 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 Extended Promotional Period. 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 the Extended Promotional Period.
25. **Moderation:** The Promoter will reject entries based on Clause 18 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.
26. It is the responsibility of the Winners to supply the correct personal information to claim the Prize. The Promoter will not be liable for the non-delivery of a Prize caused by the provision of wrong information. A Winner’s email address cannot be updated after entry.
27. Winners may be required to take part in publicity with no recompense, subject to their prior approval. Winners may withdraw their consent to participate in such activities and agreement is not a condition of prize acceptance.
28. No responsibility can be taken for entries or claims which are misdirected, lost, delayed, or corrupted during delivery to or from the Promoter due to any computer malfunction, virus, bug, delay or other reason whatsoever. The Promoter is not responsible for any incorrect or inaccurate information supplied to the Promoter by the claimant in the application.
29. Any relevant taxes that are required to be paid in order to claim the Prize are the responsibility of the Winner.

30. The Promoter together with any associated agencies and companies will not be 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.
31. There are no other Prize alternatives available in whole or in part. No cash alternatives are available. If for any reason any part of any Prize is not capable of being provided as planned, the Promoter reserves the right to substitute for an alternative Prize of equal or greater value. Unless otherwise agreed in writing by the Promoter, the Prizes will only be awarded directly to the Winners.
32. Insofar as is permitted by law, the Promoter's decision is final with regard to all promotional matters and no correspondence will be entered into. The governing courts will have final say in the event of any legal dispute. By participating in the Promotion, you accept these Terms and Conditions and are bound by all the rules in full.
33. The Promoter reserves the right at its sole discretion, to eliminate or disqualify any entries or entrants that it regards as being in breach of these conditions or the spirit of the Promotion.
34. In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this Promotion or the awarding of prizes, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the Promotion or these Terms and Conditions, at any stage, but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.
35. The Promoter will not be liable for any failure to comply with its obligations or any delay in performing its obligations within these Terms and Conditions. If an act, omission, event or circumstance occurs caused by (but not limited to) global or regional health crisis, epidemic, pandemic, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostility, political unrest, riot, civil commotion, famine, plague or other natural calamity and act of God or any other circumstances beyond the reasonable control of the Promoter.
36. The Promoter reserves the right to verify all entries and Winners and to refuse to award a Prize or seek recovery of its value if the Prize has been awarded, or withdraw a Prize entitlement or refuse further participation in the Promotion in the event of any entrant's fraud, dishonesty, where there are reasonable grounds to believe there has been a breach of these Terms and Conditions or any instructions forming part of this Promotion's entry requirements or otherwise where an entrant has gained unfair advantage in participating in the Promotion or won using fraudulent means.
37. An entry must be made directly by the individual entering the Promotion. Bulk entries from trade, consumer groups or third parties will not be accepted. Incomplete or illegible entries and entries submitted by macros or other automated means together with entries which do not satisfy the requirements of these Terms and Conditions in full shall be disqualified and will not be counted. If it becomes apparent that a entrant is using a computer(s) to circumvent this condition by, for example, the use of 'bots', disposable email addresses, 'script', 'brute force', making their identity by manipulating IP addresses, using identities other than their own or any other automated means in order to increase that entrant's entries into the Promotion in a way

that is not consistent with the rules of the Promotion, that entrant's entries shall be disqualified and any Prize awarded shall be void.

38. Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with Promoter's Privacy Policy and will be used solely to administer the Promotion and for no other purpose unless explicit consent is gained: <https://www.pringles.com/ie/privacy-policy.html>
39. Providing no objection is received, the surname and county of the Prize winners will be made available by contacting <https://www.pringles.com/ie/contact-us.html> one month after the close of the promotion, for a period of 8 weeks. The winners may object to their surname and county of residence being published or request the amount of information being published to be reduced by contacting <https://www.pringles.com/ie/contact-us.html>. Without prejudice, the Promoter will provide this information to the Advertising Standards Authority Ireland on reasonable request.
40. The pictures and images used in connection with this Promotion and the Prizes are for illustration indication only and may not reflect a true likeness.
41. In the event of a discrepancy between these Terms and Conditions and the details in any promotional material, the details in the Terms and Conditions will prevail.
42. These Terms and Conditions shall be governed by Irish law and entrants submit to the exclusive jurisdiction of the courts of the Republic of Ireland.

PROMOTER: Kellogg Europe Trading Limited. Registered office: 3 Dublin Airport Central (DAC), Dublin Airport, Dublin.