

Pringles Mystery Flavour Promotion – UNITED ARAB EMIRATES

Terms and Conditions

Promotion Date – 01/11 /2020 till 28/02/2021

These terms and conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry instructions are deemed to form part of the terms and conditions and by entering this promotion all participants will be deemed to have accepted and be bound by the terms and conditions. Please retain a copy for your information.

Agreement:

- 1) By participating in this “Promotion” you represent that you are eligible to participate and agree to be bound by these Terms and Conditions.
- 2) The promoter is **“KELLOGG MARKETING AND SALES COMPANY (UK) LIMITED - DUBAI BRANCH”**

Eligible entrants

- 3) In order to be eligible to participate in this Promotion, you must be a legal resident or citizen situated in the KSA, have reached age of 18 years, and have a valid e-mail account and mobile number.
- 4) This promotion is not open to employees, representatives, agents or their immediate family members and friends of **“KELLOGG MARKETING AND SALES COMPANY (UK) LIMITED - DUBAI BRANCH”** (the “Promoter”), promotional fulfillment agency, partners, their parent companies, subsidiaries, affiliates, reward suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation of the promotion.
- 5) Access to a mobile or computer with internet connection is required, purchase is necessary.
- 6) Maximum two prize winners in UAE for the duration of the promotion. No limit per person on the downloadable digital prizes.

Participating Products

The following participating Pringles* products (the “Participating Products”) are available at selective participating outlets in the participating countries:

- 7) Pringles Mystery Can 200gm

Promotion period

- 8) The promotion begins from 1st November, 2020 (12.01am onwards) and ends on 28th February 2021 (11.59pm).
- 9) Promotion Period opening and closing times are the local time zone of UAE.

How to enter

- 10) To enter the promotion eligible entrants must, before 28th February 2021 (12.00am)
 - a) Visit www.pringlesmysterymenat.com
 - b) Enter name, email, contact number, country of residence and agree to the terms and conditions.
 - c) Guess the Mystery Flavour and tell us what according to you is the “Mystery Flavour”, in 20 characters or less. Video and Image Clues will be provided.
- 11) The Promoter is not responsible if your mobile device/desktop is not sufficiently capable for the purpose of submitting an entry, including having the requisite photograph capability.
- 12) Multiple entries (5 per email address) allowed, provided each entry meets these terms and conditions.
- 13) Your entry must be received during the Promotion Period and will be deemed to be received only when received by the Promoter.

Promotion winner

- 14) There will be one Grand Prize in each draw to be won in UAE.
- 15) And other Assured Consolation Prize – Digital Gift (digital stickers) for all participants.

Prizes

- 16) Grand Prize shall be cash prize of USD 5,000 or equivalent of amount in local currency based on the exchange rates on the given draw. Mode of transferring the Prize amount: to be awarded by way of cash/ bank or cheque transfer only.
- 17) The cash prizes in whole or in part are non-transferable.
- 18) The digital downloadable prizes in whole or in part are non-transferable.
- 19) Prizes are awarded randomly and cannot be changed.
- 20) Cash prizes will be awarded in the form of cash or cheques.
- 21) No cash or other alternative prizes are available in whole or in part, except that in the event of circumstances outside of its control, the Promoter reserves the right to substitute a similar prize of equal or greater value at the Promoter’s discretion, after informing and on approval of the DED.

Judging of entries

- 22) This Promotion is a game of taste. Winner will be chosen on the basis of flavour understanding, originality and brand suitability.
- 23) All judging decisions are as determined by the DED, in their absolute discretion.
- 24) All decisions are final and no correspondence will be entered into.

- 25) Entries must not contain any material which is, in the opinion of the Promoter, offensive, defamatory, inappropriate, obscene, unsuitable, infringing content, rude or otherwise objectionable.
- 26) Every entry, must be your original work and not copied, assigned or commissioned to anyone else.
- 27) Entries received in respect of each day of the Promotion Period will not roll over to subsequent days of the Promotion Period for the purpose of Prize judging. This needs to be checked. According to the means of participation is decided.

1st Draw: 6th January 2021

2nd Draw: 3rd March 2021

28) Promoter has 60 days to transfer the prize money to the winner. If a winner fails to collect his/her prize from Kellogg's Agents and Affiliates, the winner automatically forfeits his/her prize and Kellogg's, its Agents and Affiliates will not be held responsible for this forfeiture & the prizes shall be transferred to the DED.

Winner Selection and Notification

- 29) The draw will be performed by the official from the DED and the draw will take place at the DED Head office.
- 30) Winning entrants name(s) will be randomly selected from the website data and will be contacted by text message and phone call within 7 calendar days of the draw.
- 31) The Promoter reserves the right to request the winner to sign a winner's deed of release or any other relevant forms or agreements that the Promoter deems necessary, to provide proof of identity, proof of age, proof of residency, and/or proof of entry validity (including phone bill) in order to claim the Prize. Proof of identification, residency, age and entry considered suitable for verification is at the discretion of the Promoter. In the event that the winner cannot provide suitable proof, the winner will forfeit the Prize in whole and no substitute will be offered.
- 32) The Promoter reserves the right, in its sole discretion, to disqualify any individual who the Promoter has reason to believe has breached any of these Terms, tampered with the claim process or engaged in any unlawful or other improper misconduct calculated to jeopardize fair and proper conduct of the promotion. Errors and omissions may be accepted at the Promoter's discretion. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights. The Promoter's legal rights to recover damages or other compensation from such an offender are reserved.

Winner announcement

- 33) The winner will be notified as below.
- 34) The winner will be selected by the representative of DED.
1. Announcement date: **1st Draw, 6th January 2021 & 2nd Draw, 3rd March 2021**
 2. Announcement place: **Dubai Economic Department, Dubai**

General terms and conditions

- 35) The Promoter reserves the right to amend these Terms if this promotion cannot be run as originally planned, subject to any written directions from a regulatory authority. The Promoter may also cancel or suspend this promotion if an event beyond the control of the Promoter corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion
- 36) The Promoter is not liable for entries, Prize claims or correspondence that are misplaced, misdirected, delayed, lost, incomplete, illegible or incorrectly submitted. The Promoter, its employees, agencies and representatives associated with this Promotion will not be liable or responsible for any problems or technical malfunction of any telephone network or lines, computer or line systems, servers, or providers, computer equipment, software, technical problems of the phone or of any phone network.
- 37) Any cost associated with accessing the promotional website is the claimant's responsibility and is dependent on the internet service provider used. The use of any automated software or any other mechanical or electronic means that allows a claimant to automatically claim repeatedly is prohibited and will render all claims submitted by that claimant invalid.
- 38) If the Prize is in-kind, Prize cannot be transferred or exchanged nor redeemed for cash.
- 39) The Promoter is not responsible for any change in Prize value. You agree that if a Prize (or element of a Prize) is unavailable for any reason the Promoter may provide another item of equal or higher value.
- 40) The Promoter is not responsible for any tax implications arising from you winning a Prize. You should seek independent financial advice.
- 41) The Promoter's decisions in connection with all aspects of this competition are final.
- 42) All entries and any copyright subsisting in the entries become and remain the property of the Promoter who may publish or cause to be published any of the entries received.
- 43) If you are a winner, you must take part in all publicity, photography and other promotional activity as the Promoter requires, without any compensation. You consent to the Promoter using your name and image in any promotional or advertising activity and acknowledge that the Promoter is the owner of the copyright in image and footage for all publicity, photography and other promotional activity for the competition.

Data Protection

44) The Promoter will only use the personal details supplied for the administration of the promotion and for no other purpose, unless we have your consent. Your personal details will at all times be kept confidential and in accordance with current data protection legislation. By participating in the Promotion, you agree to the use of your personal data for announcement on the promoter's social media channels and communication related to the promotion.