



TERMS & CONDITIONS

LONG TERMS & CONDITIONS

1. Participating in this promotion implies full acceptance of these Terms & Conditions as a whole.
2. This promotion is only open to legal residents of the United Kingdom and the Republic of Ireland aged 18 or over.
3. Kellogg employees and their immediate families, its agencies, or anyone professionally connected with the event are excluded from participating in the event.
4. No purchase is necessary. Internet access is required. This is an online entry only, there is no postal or telephone application route.
5. Only entries via the official website and entry form will be accepted.
6. Participation Period: Participation is open between 00:01 on the 01.02.19 and 23:59 on the 11.02.19. Entries can be made any time during the Participation Period.
7. To enter, participants must:
 - a. Visit 100seatersofa.pringles.com/en_GB and register for a Kellogg's account if they have not already done so, or login using a social media account;
 - b. Answer 2 multiple choice questions correctly and tell us in 50-100 words why you deserve a seat on the Pringles Battle Couch.
8. All valid entries that correctly answered 2 multiple choice questions and submitted an answer during the Participation Period will be judged by an independent third party to select all winners and reserve winners by 15.02.19.
9. Entries received will be judged on;
 - a. Is the entry unique and original? (max 20 points)
 - b. Is the reason for wanting a seat on the Pringles Battle Couch compelling and engaging? (max 20 points)
 - c. The degree to which the entrant clearly expresses their desire to have a seat on the Pringles Battle Couch? (max 20 points)
10. The final winners (determined by clause 9) will be contacted via email and/or phone on or before 22.02.19.
11. Entrants may submit 1 entry per person during the Participation Period and may win a maximum of 1 Prize.
12. Moderation: The Promoter will reject entries which, in the reasonable opinion of the Promoter:
 - a. contains any content that is offensive or could reflect negatively on the name, reputation, or goodwill of the Promoter;

- b. defames, misrepresents, or insults other people or companies, including, but not limited to the Promoter (including its partners); and/or promotes any political agenda.
13. Prizes: There are 49 seats to be won in the United Kingdom and Republic of Ireland. Each of the 49 designated winners will receive;
- a. A seat on the Pringles Battle Couch at Printworks London on the 28th February 2019. Winners must be free and available to travel between 28th February – 1st March.
 - b. 1 x return economy flight from a major domestic airport closest to the prize winner to a London airport. For UK residents 1x return train or coach to London depending on departure location.
 - c. All travel to and from the hotel and event in London.
 - d. 1 x nights' accommodation at a hotel near the venue in central London. All accommodation is based on a single room with breakfast included. The choice of hotel is at the Promoter's discretion.
 - e. Food and drink on the day of the event.

14. Additional Prize Details:

- a. The Prize must be taken as one package;
- b. The date and time of the return flight is determined by the Promoter and cannot be amended.
- c. It does not include return travel from the winners' home and domestic airport;
- d. Travel insurance is not provided and will need to be arranged by the winners ahead of departure.
- e. The winners are subject to and must abide by the Airline's published Conditions of Carriage;
- f. The winners require a valid passport with at least 6 months remaining on the date of travel;
- g. A valid credit or debit card will be required to check into your room and will be used to guarantee any incidentals;
- h. The Prize does not include any additional elements such as room service, spending money, expenses, extra luggage.
- i. Winners are responsible for their behaviour whilst taking the Prize. The Promoter reserves the right in its absolute discretion to exclude a winner from participation in any aspect of the Prize they fail to comply with the directions of the Promoter or any companies associated with the Prize or if a winner acts in a manner that is dangerous to themselves or to the

public or is, in the opinion of the Promoter, anti-social in any manner or which causes a disturbance or nuisance to others.

- j. For the avoidance of doubt, the prize does not include travel/transportation, accommodation, food, beverages, souvenirs, gratuities, car parking charges, excess baggage, additional excursions and attractions or any other costs of a personal nature (including spending money) that are not explicitly set out in these Terms and Conditions and neither the Promoter nor any provider of any part of the Prize will be responsible for any such costs.
15. It is the responsibility of each winner to supply the correct personal information required to claim the Prize. The Promoter will not be liable for the non-delivery of the Prize caused by the provision of wrong information.
16. Upon receiving email confirmation, winners will have 48 hours to accept the Prize and return all necessary information required to book the Prize.
17. If a winner does not respond via the appropriate message, they reject the Prize or if respond after the 48 hour acceptance deadline, the Promoter reserves the right to disqualify that winner. If a winner is disqualified, the Promoter reserves the right to award the Prize to a reserve winner selected in the same manner. In the event of no winner responding to claim a Prize, the Promoter reserves the right to not award that Prize.
18. Once all winner documentation required by the Promoter (passports, booking forms etc) has been confirmed, winners will receive all travel documentation and trip itinerary by 27.02.19.
19. Winners may be photographed or filmed while on location, for use by the Promoter in advertising or communication for its brand, primarily on-line. There will be no extra compensation for this.
20. No responsibility can be taken for entries or claims which are misdirected, lost, delayed, damaged 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 an entrant in their entry.
21. All potential winners are subject to verification of eligibility and compliance with these Terms and Conditions and may be disqualified at any point as the Promoter reserves the right to verify all winners to ensure attendance on the trip will meet necessary standards and not cause the brand embarrassment by the individual. Part of this process may include questions during the claim process and a review of personal information sourced from data available in the public domain. Each winner will be required to sign a Prize Participation agreement, including authorization to use their image.
22. Prizes are non-transferable. There are no cash or alternative Prizes available in whole or in part, except in the event of circumstances outside its control for which the Promoter reserves the right to substitute with a Prize of equal or greater monetary value.
23. Winners shall release the Promoter and their affiliates, partners and employees from any and all liability, claims, demands and causes of action for personal injury and or damage,

theft or loss suffered in connection with this Promotion save where due to negligence of the Promoter or their affiliates, partners and employees.

24. All necessary visas, vaccinations, passports, additional insurance costs and any other associated costs are the responsibility of the winner and will not be included in the Prize.
25. To the fullest extent permissible by law, neither the Promoter, nor their respective parents, affiliated companies, or subsidiaries, shall be liable for any loss or damage whatsoever which is suffered or sustained as a result of participation in the promotion or use of any Prize.
26. The Promoter's decision is final with regard to all promotional matters and no correspondence will be entered into. By participating in the offer, you accept these Terms & Conditions and are bound by all the rules in full.
27. 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 Terms & Conditions or the spirit of the promotion.
28. 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 minimize the effect to participants in order to avoid undue disappointment.
29. Any information collected regarding entrants into this promotion will be treated in confidence in accordance with Kellogg's Privacy Policy http://www.kelloggs.co.uk/en_GB/privacy-policy.html, and will be used solely to administer the Promotion and for no other purpose unless explicit consent is gained.
30. The pictures and images used in connection with this promotion and the prize are for illustration indication only and may not reflect a true likeness.
31. These terms and conditions shall be governed by English law and participants submit to the exclusive jurisdiction of the courts of England and Wales.

PROMOTER: Registered office: Pringles International Operations SARL, 10, Chemin de Blandonnet, 1214 Vernier (Geneva), Switzerland.