

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



TERMS & CONDITIONS

SHORT TERMS & CONDITIONS

| | |
|---|--|
| <p>UK & ROI</p> <p>Mechanic: Social Media Prize Draws</p> | <p>UK & ROI residents only. 18+. Main Promotional Period: Daily Draws from 28.06.21 to 26.10.21. Extended Promotional Period: 3 draws between 27.10.21 & 16.11.21 (1 each week). To enter, purchase a Pringles can, capture a photo of you with your Pringles Stack of up to 3 crisps of different flavours and share it on Instagram or Twitter with the hashtag #PringlesStacknShare, or post it on the Pringles UK & Ireland Facebook page or the comments section of a Promotional post with the hashtag #PringlesStacknShare.-ROI only: Tie-break question to win. Each prize contains: 1 x Pringles customised instax mini 11 instant camera and 1 x instax mini film pack (10 shots). Max 1 prize per person. 484 prizes to be won during Main Promotional Period (at least 1 per day) + 6 prizes to be won during Extended Promotional Period (2 each week) Internet access required. Instagram, Twitter or Facebook account required. Retain receipt. NPN in NI. Full T&Cs apply and can be found at Pringles.com.</p> |
|---|--|

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 residents of the United Kingdom and 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, and internet access and a Facebook, Twitter or Instagram account are required.
5. This is an online promotion only, there is no postal or telephone application route. No purchase necessary for Northern Ireland. See clause 18 for details.
6. **Main Promotional Period:** The Main Promotional Period is open from 28th June 2021 until 26th October 2021. Entries received each day during the Main Promotional Period will be entered into a daily Prize Draw.
7. **Catch All Draw Period:** Three 'Catch All Draws' will be conducted. Entries made between the following dates will be entered into the respective Catch All Draw.

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



| Catch All Draw | Date |
|----------------|-------------------------|
| 1 | 27.10.21 until 02.10.21 |
| 2 | 03.11.21 until 09.11.21 |
| 3 | 10.11.21 until 16.11.21 |

The Promotional Period is made up of the Main Promotional Period and the Catch All Draw Period.

8. To enter, participants must:
 - a. Purchase a can of Pringles;
 - b. Capture a picture of themselves with their Pringles stack, then share it with Pringles. Stacks should contain no more than 3 x crisps and should be of different flavours. Enter via either:

FACEBOOK – Entrants must log onto their Facebook account (or create one for free), and then post their picture on the Pringles Facebook page (@PringlesUK) or in the comments section of a promotional post.

OR

INSTAGRAM – Entrants must log onto their Instagram account (or create one for free), and then post their picture with the hashtag #PringlesStacknShare.

OR

TWITTER – Entrants must log onto their Twitter account (or create one for free), and then tweet their picture with the hashtag #PringlesStacknShare.

- c. All valid entrants will then be entered into the relevant Promotional Period prize draw.
9. Entrants trying to circumvent rules by using alternative details including but not limited to creating multiple Facebook, Instagram or Twitter accounts will be disqualified. Entries (bulk or otherwise) made from trade, consumer groups or third parties will not be accepted. If it becomes apparent that a participant is re-posting the same content multiple times or using a computer(s) to circumvent the condition by, for example, the use of 'script', 'brute force' or any other automated means, that person's entries will be disqualified and any Prize awarded will be void.
10. All entries must be made from social media accounts set to a public setting throughout the Promotional Period and for a period of 4 weeks after the end of the Promotional Period in order to be contacted if selected as a winner. Private profiles that enter cannot be seen, therefore cannot be accepted.
11. Only unique entries will be accepted. Any person trying to enter the same content on Facebook, Instagram or Twitter more than once will have their non-unique entries disqualified.

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



12. The Promoter monitors responses to this promotion and if any responses or any previous posts made by an entrant are or could be regarded as being disrespectful towards other members of the Facebook, Instagram or Twitter community, or which contain anything likely to, or could cause offence or distress, in the reasonable opinion of the Promoter, will be removed from the promotion.
13. As someone who enters the promotion, your use of Facebook, Instagram or Twitter is subject to their terms and conditions of use located here:

Facebook: <https://www.facebook.com/legal/terms>

Instagram: <https://help.instagram.com/581066165581870>

Twitter: <https://twitter.com/en/tos#intlTerms>
14. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram or Twitter. By entering the promotion, all participants accept that they have no claim against Facebook, Instagram or Twitter. By entering the promotion, all participants agree to a complete liability release for Facebook, Instagram and Twitter.
15. A participant's entry will be deemed invalid if the post:
 - a. Is in breach of these terms or conditions and the relevant platform's terms and conditions;
 - b. Contains defamatory, malicious, indecent or other inappropriate content including but not limited to use of visuals and hashtags;
 - c. Includes the names, images or statements of any individual without their express permission;
 - d. In the reasonable opinion of the Promoter, causes any widespread or serious offense (taking into account prevailing community views or standards);
 - e. Or is considered to be promoting over consumption of the Pringles product
 - f. contains or refers to any third-party brand or reference any third-party names, logos and/or trademarks.
16. Winners must retain the itemised receipt that states the time and date of purchase prior to entry as they may be required at any time for validation and in order for the winner to receive the prize (excludes NPN NI entrants).
17. Max. 1 prize per person, during the entire Promotional Period.
18. No purchase necessary for residents of Northern Ireland only. For free entry, follow the steps below:
 - a. Visit Pringles.com and click on the contact us link.
 - b. Scroll down to the 'Contact Us by Email' section.
 - c. Select 'Promotions' in the Select Topic drop-down box and then click Continue.
 - d. Select the promotion name 'Stack n Share Chance to WIN instax Camera Every Day from the drop-down menu.
 - e. Select 'Promotion Issues' in the drop-down menu below.
 - f. Fill out the Message box, ensuring that "Stack n Share Chance to WIN instax Camera Every Day No Purchase Necessary" is included at the top of the message.

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



- g. Fill out the request form including the entrant's full name, postal address (including country of residence), phone number and email address.
 - h. Click 'Submit'.
19. No Purchase Necessary requests may be subject to verification. Valid requests will be manually inserted into a window from the same day that they were received. Only one No Purchase Necessary entry per person.
20. By participating in the promotion, the entrants license and grant the Promoter an exclusive, royalty free, worldwide, irrevocable and sub-licensable right to use, reproduce, modify, adapt, publish and display such content for any purpose in any media, without compensation, restriction on use, attribution or liability for up to 2 years from the date of entry. Entrants agree not to assert any moral rights in relation to such use where the materials contain no copyright materials, and their original works, have not been copied, in whole or in part, from any third party and they have full authority to grant these rights. Entrants also warrant that any person featured has given their express permission and is over 18 years.
21. **Main Promotional Period Prizes:** During the Main Promotional Period, there are a total of 484 prizes to be won (at least 1 per day). This prize includes a Pringles customised instax mini 11 instant camera and 1 x instax mini film pack (10 shots).
22. **Catch All Draw Period Prizes:** Two prizes of a Pringles customised instax mini 11 instant camera and instax mini film pack (10 shots) per Catch All Draw are available to be won (six prizes in total).
23. **Main Promotional Period Winner Selection:** Entries received each day during the Main Promotional Period will be entered into a daily Prize Draw. The draw will be conducted and determined by an independent third party. Prize Draws will be conducted at the end of each week, as per the 'Daily Prize Draw Periods' below. Each daily prize draw will be conducted on each relevant Prize Draw Date. Daily Prize draw periods are as follows:

| Daily Prize Draw Period | Prize Draw Date | Draw Numbers |
|---|-----------------|--------------|
| Daily entries made between 28.06.2021 to 04.07.2021 | 08.07.2021 | 1 - 7 |
| Daily entries made between 05.07.2021 to 11.07.2021 | 15.07.2021 | 8 - 14 |
| Daily entries made between 12.07.2021 to 18.07.2021 | 22.07.2021 | 15 - 21 |

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



| | | |
|---|------------|----------|
| Daily entries made between 19.07.2021 to 25.07.2021 | 29.07.2021 | 22 – 28 |
| Daily entries made between 26.07.2021 to 01.08.2021 | 05.08.2021 | 29 – 35 |
| Daily entries made between 02.08.2021 to 08.08.2021 | 12.08.2021 | 36 – 42 |
| Daily entries made between 09.08.2021 to 15.08.2021 | 19.08.2021 | 43 – 49 |
| Daily entries made between 16.08.2021 to 22.08.2021 | 26.08.2021 | 50 – 56 |
| Daily entries made between 23.08.2021 to 29.08.2021 | 03.09.2021 | 57 – 63 |
| Daily entries made between 30.08.2021 to 05.09.2021 | 09.09.2021 | 64 – 70 |
| Daily entries made between 06.09.2021 to 12.09.2021 | 16.09.2021 | 71 – 77 |
| Daily entries made between 13.09.2021 to 19.09.2021 | 23.09.2021 | 78 – 84 |
| Daily entries made between 20.09.2021 to 26.09.2021 | 30.09.2021 | 85 – 91 |
| Daily entries made between 27.09.2021 to 03.10.2021 | 07.10.2021 | 92 – 98 |
| Daily entries made between 04.10.2021 to 10.10.2021 | 14.10.2021 | 99 – 105 |

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



| | | |
|---|------------|-----------|
| Daily entries made between 11.10.2021 to 17.10.2021 | 21.10.2021 | 106 – 112 |
| Daily entries made between 18.10.2021 to 26.10.2021 | 28.10.2021 | 113 – 121 |

24. **Catch All Draws Winner Selection:** Two winners per Catch All Draw Period will be randomly selected from all valid entries received during that relevant Period. The draws will be conducted and determined by an independent third party. Prize Draws will be conducted 10 working days of each Catch All Draw Period.
25. **Winner Notification:** All winners will be notified via a direct message to the social media account used on entry within 10 working days of the relevant Prize Draw and will be required to provide personal details to progress with Prize fulfilment. In the event that a winner does not respond to the initial contact within 10 working days, the Promoter reserves the right to disqualify that winner. If a winner is disqualified for any breach of these terms and conditions, the Promoter reserves the right to return the Prize into the promotion prize pool if it is forfeited during the Main Promotional Period or enter it into a random draw (as outlined in clause 31) if the Promotional Period has closed.
26. **ROI only:** Entrants will be required to answer a tie-break question correctly in order to be deemed a winner. Should the entrant answer the tie-break question incorrectly, they will be disqualified, and a reserve entrant will be selected in the same manner.
27. It is the responsibility of the winner to supply the correct personal information to claim the prize. The Promoter will not be liable for the non-delivery of their prize caused by the provision of wrong information.
28. Winners may be asked to take part in reasonable related 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. Such publicity may include, without limitation, publishing the winner's name, their image and any statements made by them concerning the promotion and the prize won as part of the promotion.
29. **Prize Delivery:** Please allow up to 90 days for delivery of physical prizes, although we will endeavour to send these out within 28 days of winning. 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.
30. Prizes that are rejected, undelivered or returned to sender will be returned into the promotion prize pool if it is forfeited during the Main Promotional Period. If the Promotional Period has closed and the random draw (as outlined in clause 31) has been completed, the Prize will be deemed unwanted. The prize will be forfeited and will not be re-allocated

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



31. Following the end of the Promotional Period, in the event of any unclaimed/unwon prizes, the Promoter reserves the right to request that an independent person conducts a random draw for all non-winning entrants. 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 Promotional Period and will be required to follow the instructions and complete their prize claim within 28 days. Failure to respond in this manner may result in the winner being disqualified and the prize awarded to a reserve winner selected in the same manner.
32. By submitting an entry, each entrant grants to the Promoter a non-revocable, worldwide, royalty-free licence to use the copyright and other intellectual property rights vesting in their entry for all purposes connected with this Promotion, including but not limited to display on the Promoter's website and any other website of the Promoter or its agents/contractors choosing and use of the entry, or part(s) of the entry, in marketing materials relating to this Promotion for up to one year. Each entrant also grants the Promoter and its agents/contractors the right to moderate, modify or remove any entry if it is deemed unsuitable, in whole or in part, for display on the Promotion website or in any materials relating to the Promotion. Entrants hereby represent and warrant that they have all rights necessary to grant the licence and rights provided for in this paragraph and that all materials forming part of their entry to this Promotion, and any use of such materials by or on behalf of the Promoter, comply with all applicable laws, rules, and regulations and do not infringe or otherwise violate the intellectual property or other rights of any third party.
33. 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 the entrant. The Promoter does not guarantee continuous, uninterrupted or secure access to Facebook, Instagram or Twitter.
34. 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.
35. There are no other prize alternatives available in whole or in part. For a non-cash prize, 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.
36. 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 offer, you accept these terms & conditions and are bound by all the rules in full.

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



37. 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.
38. 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.
39. 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, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God or any other circumstances beyond the reasonable control of the Promoter.
40. The Promoter reserves the right to verify all entries and the winners and to refuse to award a prize or withdraw a prize entitlement or refuse further participation in the promotion 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 a participant has gained unfair advantage in participating in the promotion or won using fraudulent means. The Promoter will be the final arbiter in any decisions, and these will be binding, and no correspondence will be entered into.
41. The winners agree to allow the Promoter to use their surname and county of residence to announce the winners of this promotion. The Promoter reserves the right to publish the surname and county of residence of the winners. The winners may object to their surname and county of residence being published or request for the amount of information being published to be reduced. Please note that even if a winner objects to the publishing of their surname and county of residence, the Promoter may be required to provide this information to the Advertising Standards Authority or any other regulatory bodies to comply with all relevant rules and legislation currently in force.
42. Subject to the consent of the winners, the surname and county of the winners may be requested by contacting <https://www.pringles.com/uk/contact-us.html> or <https://www.pringles.com/ie/contact-us.html> within 8 weeks following the end of the Promotional Period. Winners can object to their surname or county of residence being published or request for the amount of information being published to be reduced by contacting <https://www.pringles.com/uk/contact-us.html>. Without prejudice, the Promoter will provide this information to the Advertising Standards Authority on reasonable request.
43. Any information collected regarding entrants into this promotion will be treated in confidence in accordance with Kellogg's Privacy Policy:

UK: https://www.kelloggs.co.uk/en_GB/privacy-policy.html
ROI: https://www.kelloggs.ie/en_IE/privacy-policy.html

This will be used solely to administer the promotion and for no purpose unless explicit consent is gained.

Client: Pringles Europe
Project: Q3 2021
Version: V5
Date: w/c 25th January
Markets: UK & ROI



44. Personal data will only be used for the administration of this promotion and for no other purpose unless we have your consent. We will only share your data with our fulfilment partners for the purposes of and in order to fulfil this promotion.
45. 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.
46. These terms and conditions shall be governed by the laws of England and Wales unless you live in Ireland or Scotland, in which case the laws of that country shall apply, and you agree to the jurisdiction of the courts of such country.

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