

Terms & Conditions

ROI only. 18+. Purchase a Pringles can, scan the QR code or visit pringles.com & register/sign-in between 6/1/26 & 7/5/26 to claim 1 of 4 in-game rewards (1 x World of Warcraft, 1 x Fallout 76, 1 x Sea of Thieves or 1 x The Outer Worlds 2). Xbox/Battle.net/Bethesda.net account & underlying game required. Max. 1 claim per day & 1 of each reward (4 total) per person. Smartphone with camera & internet access required. Retain receipt. T&Cs: gaming.pringles.com.

Full Terms and Conditions:

1. This Promotion is open to residents of the Republic of Ireland 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 claiming, but within the Promotion Period, as this may be required for validation and in order for the claimant to receive their Reward.** Internet access, a smartphone with a camera, and a Kellogg's account are required to make a claim. See clause 11 for claim redemption requirements.
3. Please note that while we want to encourage you to participate and enjoy the benefits of the Promotion we believe in responsible consumption of our products. DO NOT purchase more product than you can reasonably use or consume just to participate in this Promotion.
4. **Promotion Period:** Claim between 00:01 GMT on the 6 January 2026 and 23:59 BST on the 7 May 2026 inclusive.
5. **To Claim a Reward:** Claimants must:
 - a. Purchase a can of Pringles;
 - b. Using a smartphone, visit poptopia.pringles.com navigate to the 'Gaming' experience;
 - c. Then log in or register for a Kellogg's account;
 - d. Choose 1 of the 4 Rewards (out of: World of Warcraft, Fallout 76, Sea of Thieves or The Outer Worlds 2); and
 - e. Click on "Confirm Now".
 - f. All valid claimants will receive a unique code on-screen for their chosen Reward. Claimants must copy their unique code and complete the relevant steps in clause 10 to Redeem their Reward.
6. **Further Claim Conditions:**
 - a. Poptopia can only be launched using mobile Safari version 17.1 or newer, Samsung Internet version 23 or newer, or Google Chrome version 119 or newer if launched on a smart phone. All applications must be enabled with JavaScript to launch Poptopia.
7. Maximum of one (1) claim is permitted per person per day during the Promotion Period. Each claimant may receive a maximum of one (1) of each Reward type (World of Warcraft, Fallout 76,

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Sea of Thieves and The Outer Worlds 2) during the Promotion Period, a maximum total of four (4) Rewards.

8. The claimant must retain the itemised receipt that accompanies their claim, as they may be required at any time for validation and in order for the claimant to receive the Reward. If receipt cannot be provided by a claimant if requested by the Promoter, that claim will no longer be eligible and will be void.
9. Any claim made must be accompanied by a new receipt of a purchase made within the Promotion Period that pre-dates the time and date of claim.

10. To Redeem your Reward:

- a. World of Warcraft:
 - i. Visit <https://eu.shop.battle.net/>;
 - ii. Log in or create a Battle.net® account for free;
 - iii. Then tap "Account Settings" from the account drop down menu;
 - iv. Paste or enter your unique code in the "Redeem a code" section; and
 - v. Tap "Redeem Code".
 - vi. The Reward will be added to your Battle.net® account.
- b. Fallout 76:
 - i. Visit <https://accounts.bethesda.net/redeem-code>;
 - ii. Log in or create a Bethesda.net account for free;
 - iii. Then click on your username in the top right corner of the screen;
 - iv. Select "Redeem Code" and paste or enter your unique code; and
 - v. Click "Redeem".
 - vi. The Reward will be added to your Bethesda.net account.
- c. Sea of Thieves and The Outer Worlds 2:
 - i. Via the Microsoft Store online:
 1. Visit <https://www.xbox.com/en-GB/redeem>;
 2. Log in or create a Microsoft account for free;
 3. Select the option to redeem a code;
 4. Paste or enter your unique code; and
 5. Click redeem.
 - ii. Via your Xbox console:
 1. Visit the Microsoft Store on your Xbox console;
 2. Select the option to redeem a code;
 3. Paste or enter your unique code; and
 4. Click redeem.

Claimants must make sure to redeem their Reward(s) to the same account that they play the relevant game on.

11. Further Redemption Details and Conditions:

- a. Claimants must have the following to redeem their Reward:
 - i. World of Warcraft: Claimants must have access to the World of Warcraft game, a Battle.net® account, a laptop/desktop PC, the Battle.net® desktop

Commented [KL1]: Will the link be directly provided on-screen? Please provide the correct battle.net URL that someone should visit.

Commented [LM2R1]: <https://eu.shop.battle.net/>

Commented [AK3R1]: Is "follow the link provided" correct, or will it not be provided directly on screen?

Commented [KL4]: Will the link be provided similarly to World of Warcraft? Please provide the correct Bethesda.net URL, or is this the correct landing page?

Commented [LM5R4]: <https://accounts.bethesda.net/redeem-code>

Commented [AK6R4]: Is "follow the link provided" correct, or will it not be provided directly on screen?

Commented [KL7]: Can someone create an account for free at this point? Or do they already have to have an existing account?

Commented [KL8]: Please confirm.

Commented [KL9]: Please confirm this user journey, adding in any applicable button names.

Commented [KL10]: Will they be provided this link automatically?

Commented [LM11R10]: <https://www.xbox.com/en-GB/redeem>

Commented [KL12]: Can someone create an account for free at this point? (Or create a paid account?) Or do they already have to have an existing account?

Commented [KL13]: Please confirm this user journey, adding in any applicable button names.

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app. Claimants [may require a World of Warcraft subscription or game time, and/or access to the Midnight expansion, each sold separately.]

- ii. Fallout 76: Claimants must have a Bethesda.net account, access to Fallout 76 installed via an Xbox console, Game Pass or Microsoft Store or a laptop/desktop PC, sold separately.
- iii. Sea of Thieves: Claimants must have access to Sea of Thieves installed via an Xbox console, Game Pass or Microsoft Store, or a laptop/desktop PC, sold separately. Other storefronts are not supported.
- iv. The Outer Worlds 2: Claimants must have access to The Outer Worlds 2 installed via an Xbox console, Game Pass or Microsoft Store or a laptop/desktop PC, sold separately. Other storefronts are not supported.

b. For frequently asked questions, see:

- i. Sea of Thieves: xbox.com/redeem
- ii. The Outer Worlds 2: xbox.com/redeem
- iii. Battle.net: <https://eu.support.blizzard.com/en/article/11263>
- iv. Bethesda.net: <https://help.bethesda.net/#en/answer/57157>

12. The Rewards: Each valid claimant will receive one (1) of the following Rewards:

- a. 1 x World of Warcraft in-game Crimson Bow Tie skin (worth 2.00€);
- b. 1 x Fallout 76 in-game Mr. Vault Boy Outfit and Mr. Vault Boy Mascot Head skin (worth 2.00€);
- c. 1 x Sea of Thieves in-game Scarlet Stack Sails skin (worth 2.00€);
- d. 1 x The Outer Worlds 2 in-game Julius P Canid skin (worth 2.00€).

13. Further Reward Details and Conditions:

- a. Upon redeeming the Reward, [look for your skin in the relevant cosmetic area within your game.]
- b. Unique codes can be used one time only. Unique codes are non-transferable and cannot be exchanged.
- c. You must redeem the unique code on the same Battle.net®, Bethesda.net, Xbox or Microsoft account which you use to play the relevant game.
- d. Rewards must be redeemed by December 31, 2026.

14. In the unlikely event that a unique code does not appear on screen immediately upon clicking "Confirm Now", the claimant will have [28 days] to inform the Promoter by visiting the Contact Us page on Pringles.com. If a claimant does not do so, the Promoter reserves the right to not reissue the Reward or limit its value at its sole discretion.

15. It is the responsibility of the claimant to supply the correct personal information in their Kellogg's account in order to claim their Reward. The Promoter will not be liable for the non-delivery of the Reward caused by the provision of wrong information. A claimant's email address or postal address cannot be updated after claim.

16. Claimants will not incur any costs to redeem a Reward or equivalent benefit. A consumer may incur a cost to claim a Reward.

Commented [KL14]: How is this a possibility and not a certainty? I.e. how could someone redeem the in-game item without having access to the game? Is having the game subscription/game time required and access to the expansion pack optional?

Commented [KL15]: Please confirm. Is this also on Xbox?

Commented [KL16]: Same questions as the comment above: Is someone able to buy outright access to the game or do they need a subscription? Or could it be either? Is there anything else required e.g. a certain Xbox/Game Pass/Microsoft Store account? Does someone need an Xbox console or can it be played on Xbox online on a laptop/desktop?

Commented [SZ17R16]: They can access the game by purchasing or via Game Pass. It can be played on Xbox or PC.

Commented [AK18]: As above.

Commented [KL19]: Do you have a corresponding help page link for the Battle.net and Bethesda.net platforms?

Commented [SZ20R19]: <https://eu.support.blizzard.com/en/article/11263>

<https://help.bethesda.net/#en/answer/57157>

Commented [FW21R19]: @scott please check these with WoW and Bethesda teams.

Commented [SZ22R19]: All clear.

Commented [KL23]: Is there any additional clarity on the individual value of each in-game skin?

Commented [KL24R23]: The value of the gifts must be accurately stated and will have a significant impact on tax implications for Pringles in certain markets, such as Italy, where they are liable for the tax on the prizes.

Please confirm the exact values of each gift.

Commented [KL25]: Please confirm.

Commented [SZ26R25]: The player will have to find the skin in the relevant cosmetic area of the game. It won't just appear as a pop-up.

Commented [RS27R25]: Scott – given your comment, what would be a more accurate way [...]

Commented [FW28R25]: Agree Rachel that is a more accurate description.

Commented [RS29R25]: I updated the language to reflect that.

Commented [KL30]: Please confirm.

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17. The Promoter may request that the claimants participate in reasonable publicity arising from the Promotion including use of a claimant'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 a claimant's discretion and is not a condition of claiming a Reward.
18. The Promoter seeks to run fair and secure promotions and prevent abuse and cheating. If you claim in a way that is not consistent with these Terms & Conditions, your claims (and any of your associated aliases) will be disqualified, any Reward awarded may be void and recoverable, and the Promoter reserves the right to bar you from claiming 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 claimants by requesting such information we consider reasonably necessary for this purpose. Claim or a Reward may be withheld unless and until verification is completed satisfactorily.
 - b. Disqualify claims that are not made directly by the individual claiming the Promotion.
 - c. Disqualify claims made using anonymous email services such as, but not limited to, GuerillaMail, Disposable or Mailinator.
 - d. Disqualify bulk claims from individuals, trade, consumer groups or third parties, incomplete claims and claims submitted by macros or other automated means.
 - e. Disqualify claims beyond the maximum allowed, or those using techniques such as 'script', 'brute force', multiple SIM cards, masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
 - f. Disqualify claims which, in some other way, do not fully meet the requirements of these Terms & Conditions.
19. Claimants must complete their details using their legal name. The Promoter reserves the right to disqualify any claimant who uses multiple names, email addresses or postal addresses, and require them to return any Reward they may have received.
20. The Reward is not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason any part of a Reward is not available, the Promoter reserves the right, at its sole discretion to substitute another Reward for it, of equal or greater value.
21. Any relevant taxes that are required to be paid in order to claim the Reward are the responsibility of the claimant.

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22. This promotion is not sponsored by Microsoft Ireland Operations Limited, ZeniMax Europe Ltd or Blizzard Entertainment, Inc., ("all parties" hereafter). All parties are providing the stated Rewards only.

23. 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 claim process or does not comply with these Terms & Conditions, or invalidate any affected claims and/or to cancel, modify or suspend the Promotion.

24. No responsibility can be taken for claims 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 or any applicable redemption site.

25. The Promoter, the Reward partners and their 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 Reward, except for any liability which cannot be excluded by law. Nothing will exclude the Promotor's liability for death or personal injury as a result of its negligence.

26. The Promoter, the Reward partners and their associated agencies and companies 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.

27. 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. Any information collected regarding claimants in this Promotion will be treated in confidence in accordance with the Promoter's privacy policy, which you can view by clicking on <https://www.pringles.com/ie/privacy-policy.html>.

Commented [AK31]: Please confirm Xbox/all named parties are happy with this wording.

Commented [RS32R31]: I would prefer we delete "under guidelines outlined in these promotional Terms & Conditions" since these Terms are really Pringles' responsibility, not ours, so I'd rather keep the statement that we're not sponsoring and we're providing rewards only cleaner.

Commented [LH33R31]: What about this:

"Microsoft Ireland Operations Limited, ZeniMax Europe Ltd or Blizzard Entertainment, Inc., as well as the game names (World of Warcraft; Fallout 76, Sea of Thieves and The Outer Worlds 2) are used for the purpose of promotion and/or prize description only."

Commented [RS34R31]: While I like Lorin's language, I think it's simpler to just delete the part about the Terms & Conditions so have done that in redline. At this stage, I don't want to raise any concerns or back and forth with Pringles over additional language. (I sent an email to Lorin about this asking if she's okay with that approach.)

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28. **General:** No request made to the Promoter either sent electronically or by mail will be considered.
29. If any changes are made, the Promoter will inform the claimants via this site.
30. The promotion parties shall not be liable if for any reason or by force majeure, this Promotion is modified, postponed or cancelled. No compensation will be payable by the promotion parties.
31. For any questions relating to this Promotion, please contact Customer Care:
www.pringles.com/ie/contact-us.html.
32. 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.
33. By claiming, claimants will be deemed to have agreed to be bound by these Terms & Conditions.
34. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
35. These Terms and Conditions shall be governed by the laws of the Republic of Ireland and their interpretation and application will be subject to the exclusive jurisdiction of the courts of the Republic of Ireland.

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.

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