

## Electric Picnic 2026 T&Cs

### Summary Terms and Conditions

© 2026 Kellanova. All rights reserved.

TM, ®, © 2026 KELLOGG Europe Trading Limited. All rights reserved.

^IE only. 18+. Purchase a pack of Cheez-It, or a can of Pringles. Scan the QR code or visit [www.cheezit.com/electricpicnic](http://www.cheezit.com/electricpicnic) & register/sign-in & successfully complete the challenge between 01/06/26 & 16/08/26 to enter the prize draw, 6 x prizes of two general access Electric Picnic 2026 tickets. Max 1 prize/household & 1 entry/day/person.

Smartphone with camera and internet access required. Full T&Cs:

<https://www.cheezit.com/en-ie/promotions.html>. Promoter: Kellogg Europe Trading Limited.

**POSM & Social Media:** © 2026 Kellanova. All rights reserved.

TM, ®, © 2026 KELLOGG Europe Trading Limited. All rights reserved.

IE only. 18+. From 01/06/26 to 16/08/26. Account registration required. T&Cs: [www.cheezit.com/en-ie/tandcs.html](http://www.cheezit.com/en-ie/tandcs.html)

### Full Terms and Conditions

1. This promotion is open to residents 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. 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.
3. **Promotion Period:** Enter between 00:01 on the 1<sup>st</sup> June 2026 and 23:59 on the 16<sup>th</sup> August 2026 inclusive.
4. **To Enter: Entrants must:**
  - a. **Purchase a pack of Cheez-It, or a can of Pringles**
  - b. Using a smartphone, scan the QR code or visit [cheezit.com/electricpicnic](http://cheezit.com/electricpicnic);
  - c. Then register for an account or sign-in;
  - d. Complete the test of skill;
  - e. All valid entries who correctly answer the test of skill will be entered into a prize draw.
5. **Further entry conditions:**

6. Maximum of one (1) entry is permitted per person per day during the Promotion period.
7. **Prize:** During the Promotion period, there are six (6) Prizes available consisting of two general access weekend tickets to Electric Picnic.
8. **Further Prize details and conditions:**
  - a. Prizes will be fulfilled by Kellogg Europe Trading Limited
  - b. Electric Picnic tickets are subject to Electric Picnic's terms and conditions of entry which can be found here:  
<https://www.electricpicnic.ie/wp-content/uploads/2025/08/EP2026-Ticketing-TCs-.pdf>
9. For any questions relating to this Promotion, please contact Customer Care:  
<https://www.cheezit.com/en-ie/contact-us.html>
10. **Winner Selection:** Six (6) provisional winners will be randomly selected from all valid entries received who correctly answered the test of skill during the Promotion period.
11. **Winner Notification:** The provisional winner will be contacted via the email address registered to their account within 3 business days of Winner Selection and will be asked to provide evidence of identity and eligibility. Once eligibility has been confirmed, the provisional winner will be confirmed as a winner. If the provisional winner does not respond to the initial contact within 3 business days, the promotor reserves the right to disqualify the entrant and award the Prize to a reserve selected in the same manner. Reserve winners may have less time to respond. Reasonable efforts will be made to contact the provisional winner.
12. **Prize Acceptance and Delivery:** Once the provisional winner provides evidence of their identity and eligibility, they should look out for an email confirming they are the winner along with further Prize Details. Please allow up to 5 working days for notification to arrange the Prize to the email address provided.
13. Provided no objection from a winner is received, the surname and region of the winner will be made available by the Promoter four (4) weeks after the close of the Promotion Period, for a period of eight (8) weeks. It will be made available by contacting <https://www.cheezit.com/en-ie/contact-us.html> and asking for an Electric Picnic 2026 winners list. The winner can object to their surname or region or residence being published or request for the amount of information being published to be reduced via the same method of contact. However, please note that without prejudice, even if the winner objects to the publishing of their surname and/or region, the Promoter will provide winner information to the relevant authorities on reasonable request or any other regulatory bodies to comply with all relevant rules and legislation currently in force.
14. It is the responsibility of the winner to supply the correct personal information during the registration process in order to claim their Prize. The Promoter will not be liable for the non-delivery of the Prize caused by the provision of wrong

information. A winner's email address or postal address cannot be updated after entry.

15. The winner will not incur any costs to claim the Prize or equivalent benefit. A consumer may incur a cost to enter the Promotion. The winner will not incur any costs during the arrangements made by the Promoter for the winner to receive their Prize but may incur costs when taking the Prize.
16. The Promoter may request that the winner participates in reasonable publicity arising from the Promotion including use of a winner'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 winner's discretion and is not a condition of Prize acceptance.
17. The Promoter seeks to run fair and secure promotions and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entries (and any of your associated aliases) will be disqualified, any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six (6) months. For this reason, the Promoter reserves the right at any point to:
  - a. Verify the eligibility of entrants and/or provisional winners by requesting such information that the Promoter considers reasonably necessary for this purpose. Entry or a Prize may be withheld unless and until verification is completed satisfactorily.
  - b. Disqualify entries that are not made directly by the individual entering the Promotion.
  - c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
  - d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
  - e. Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', multiple SIM cards for text entries, masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
  - f. Disqualify entries which, in some other way, do not fully meet the requirements of these Terms & Conditions.
18. Entrants must complete their details using their legal name. The Promoter reserves the right to disqualify any entrant who uses multiple names, email addresses or postal addresses, and require them to return any Prize they may have won.

19. The Prize 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 the Prize is not available, the Promoter reserves the right, at its sole discretion to substitute another Prize for it, of equal or greater value.
20. 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 entry process or does not comply with these Terms & Conditions, or invalidate any affected entries and/or to cancel, modify or suspend the Promotion.
21. No responsibility can be taken for entries 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.
22. Insofar as is permitted by law, the Promoter or distributors will not in any circumstances be responsible or liable to compensate the winner or accept any liability for any loss, damage, personal injury or death occurring as a result of taking up the Prize except where it is caused by the negligence of the Promoter, the Prize Fulfilment Agency, and each of its and their agents or distributors or that of their employees. Your statutory rights are not affected.
23. The Promoter, the Prize Fulfilment Agency and the Promoter's 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. 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.
24. 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](mailto:DataPrivacyOfficer@kellogg.com). Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with the Promoter's privacy policy, available at: <https://www.pringles.com/uk/privacy-policy.html>.

25. If any changes are made to the Promotion, the Promoter will inform the entrants via <https://www.cheezit.com/en-ie/contact-us.html>
26. If required by law or self-regulatory codes that govern the operation of the Promotion, the Promoter may be required to share some personal data of Winners with authorities, solely to the extent legally required. This information may include the Winner's name, surname, region of residence or any other personal data the Promoter is required to share.
27. If any part of these Terms & Conditions is legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.
28. By entering, the entrants will be deemed to have agreed to be bound by these Terms & Conditions.
29. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
30. These Terms & Conditions shall be governed by the laws of the relevant country for each entrant and their interpretation and application will be subject to the exclusive jurisdiction of the courts of the relevant country they reside in.

**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