

Full Terms and Conditions:

1. This Promotion is open to residents of the United Kingdom and 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 entry, but within the relevant Promotion Period, as this may be required for validation and in order for the winner to receive their Prize.** Internet access, a smartphone, a Kellogg's account and a valid email address are required. A PayPal account is required to receive the Prize.
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 products than you can reasonably use or consume just to participate in this Promotion.
4. **Main Promotion Period:** The promotion is open between 00:01 BST on the 4th May 2026 and 23:59 BST on the 28th July 2026 inclusive, within which there are ten (10) sub promotion periods ("Sub Promotion Periods") as outlined below. Entries can be made between 00:01 and 23:59 each day during the Main Promotion Period.

Sub Promotion Period	Start Time & Date	End Time & Date
1	00:01 BST on 04/05/26	23:59 BST on 12/05/26
2	00:01 BST on 13/05/26	23:59 BST on 21/05/26
3	00:01 BST on 22/05/26	23:59 BST on 30/05/26
4	00:01 BST on 31/05/26	23:59 BST on 08/06/26
5	00:01 BST on 09/06/26	23:59 BST on 17/06/26
6	00:01 BST on 18/06/26	23:59 BST on 26/06/26
7	00:01 BST on 27/07/26	23:59 BST on 04/07/26
8	00:01 BST on 05/07/26	23:59 BST on 12/07/26
9	00:01 BST on 13/07/26	23:59 BST on 20/07/26
10	00:01 BST on 21/07/26	23:59 BST on 28/07/26

5. **Extended Promotion Period:** After the Main Promotion Period, entries made between 00:01 BST on 29th July 2026 and 23:59 BST on 26th August 2026 inclusive, will be entered into the Extended Promotion Period.
6. **To Enter the Promotion:** Entrants must:
 - a. Purchase a can of Pringles or a 65g, 120g or 150g pack of Cheez-Its;
 - b. Using a smartphone, visit pringles.com and navigate to the Pringooools Promotion within Poptopia;
 - c. Then log in or register for a Poptopia account;
 - d. Click "Play Now"; and
 - e. Complete the challenge in the fastest time.

7. **Further Entry Conditions:**

- a. Smart phones using operating systems below iOS 14 or Android 9, and iPhone models older than an iPhone 8 may operate at a sub-standard rate which may impact on an entrant's completion time.
- b. The challenge 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. All applications must be enabled with JavaScript to launch the challenge.

8. Any entry made must be accompanied by a new receipt of a purchase made within the Promotion Period that pre-dates the time and date of entry.
9. Maximum of one (1) entry is permitted per person, per day during each Promotion Period and a maximum of one (1) prize is permitted per household (defined as persons living at the same postal address) across both the Main and the Extended Promotion Periods.
10. Winners must retain the itemised receipt that states the time and date of purchase made within the Promotion Period that pre-dates the time and date of entry, as they may be required at any time for validation and in order for the Winner to receive the Prize. If proof of purchase for all entries submitted cannot be provided, that entrant will no longer be eligible to enter the Promotion and all subsequent entries will be void.
11. **Main Promotion Period Prizes:** During the Main Promotion Period, there are ten (10) Prizes to be won, with one (1) Prize per Sub Promotion Period. Each Prize consists of 1 x €10,000 / £10,000 cash, dependent upon the winner's country of residence.
12. **Extended Promotion Period Prizes:** There is one (1) Prize available to be won within the Extended Promotion Period. The Prize consists of 1 x €10,000 / £10,000 cash, dependent upon the winner's country of residence.
13. **Further Prize Details and Conditions:**
 - a. The winner will receive their Prize via transfer to their PayPal account.
 - b. The winner must have a valid PayPal account.
 - c. Winners are responsible for providing correct PayPal account details and the Promoter will not be liable for any Prize payments made into the wrong PayPal account.
 - d. The currency of the Prize will be provided in line with the country of residence of each winner.
14. **Main Promotion Period Winner Selection:** The entrant who successfully completes the challenge in the quickest time each Sub Promotion Period will be deemed the Sub Promotion Period Provisional Winner ("Provisional Winner").
15. **Extended Promotion Period Winner Selection:** The entrant who successfully completes the challenge in the quickest time during the Extended Promotion Period will be deemed the final provisional winner ("Final Provisional Winner").

16. In the event of a tie between two or more entrants due to equal completion times, during the Main Promotion Period or after the Extended Promotion Period, those entrants will be contacted and asked to answer the following question: what is your favourite Pringles flavour and why?
17. Entries received based on clause 16 above will be judged by an independent third party on:
- Originality (scored out of 10);
 - Creativity (scored out of 10); and
 - Humour (scored out of 10).
18. **Winner Notification:**
- Main Promotion Period:** Each Provisional Winner (determined by completing the challenge in the fastest time in the Sub Promotion Period within which they entered, or answering the question in Clause 16) will be contacted via email to the email address registered to their Kellogg's account within 28 days of the close of the respective Sub Promotion Period, or from answering the question in Clause 16, and may be asked to provide evidence of identity and eligibility. If a Provisional Winner does not respond to the initial contact within 14 days or is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award the Prize to the next fastest entrant from the relevant Sub Promotion Period.
 - Extended Promotion Period:** The Final Provisional Winner (determined by completing the challenge in the fastest time during the Extended Promotion Period, or answering the question in Clause 16), will be notified via email to the email address registered to their Kellogg's account within 28 days of the close of the Extended Promotion Period, or from answering the question in Clause 16, and may be asked to provide evidence of identity and eligibility. If the Final Provisional Winner does not respond to the initial contact within 14 days of receipt or is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award the Prize to the next fastest entrant from the Extended Promotion Period.
19. Following the end of Extended Promotion Period, in the event of any Prizes that are unwon, rejected, undelivered or unclaimed throughout any Promotion Period, or if a Provisional Winner or Final Provisional Winner (collectively, "Provisional Winner/s") is disqualified for any breach of these Terms and Conditions, the Promoter reserves the right to award these to the next fastest entrant/s who successfully completed the challenge during the relevant Sub Promotion Period or Extended Promotion Period in which the Prize was originally awarded. 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 45 working days from the end of the Extended Promotion Period.
20. **Prize Acceptance & Delivery:** Provisional Winners may be asked to provide evidence of identity or eligibility. Once a Provisional Winner provides evidence of their identity and eligibility if requested, they should look out for an email confirming they are a Winner along with further Prize Details. Please allow up to 10 days for notification to arrange fulfilment of Prizes to the email address provided when registering for a Kellogg's account.

21. In the unlikely event that the email confirming they are a Winner doesn't arrive within 10 days of Winner Notification, winners will have a further 28 days to inform the Promoter by visiting the Contact Us page on Pringles.com. If a Winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.
22. **Moderation:** The Promoter will reject entries based on clause 16 which, in the reasonable opinion of the Promoter:
 - a. Contain any content that is offensive or could reflect negatively on the name, reputation, or goodwill of the Promoter;
 - b. Defame, misrepresent, or insult other people or companies, including, but not limited to the Promoter (including its partners); and/or promote any political agenda.
23. 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 www.pringles.com/uk/contact-us.html or www.pringles.com/ie/contact-us.html and asking for a Pringooals 2026 winners list. The winner can object to their surname or region of 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 authority on reasonable request or any other regulatory bodies to comply with all relevant rules and legislation currently in force.
24. It is the responsibility of the winners to supply the correct personal information in their Kellogg's account 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 postal or email address cannot be updated after entry.
25. Winners will not incur any costs to claim a Prize or equivalent benefit. A consumer may incur a cost to enter the Promotion. Winners will not incur any costs during the arrangements made by the Promoter for the winner to receive their Prize.
26. The Promoter may request that the winners participate 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.
27. If any changes are made to these terms and conditions, the Promoter will inform entrants via this website.
28. **General:** No request made to the Promoter either sent electronically or by mail will be considered.
29. For any questions relating to this Promotion, please contact Customer Care at:
 - a. UK: www.pringles.com/uk/contact-us.html
 - b. ROI: www.pringles.com/ie/contact-us.html

30. 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 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 we consider 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.
 - g. Disqualify entries that are completed under a minimum time completion threshold, as reasonably determined by the Promoter.
31. Entrants must complete their details using their legal name. The Promoter reserves the right to disqualify any entrant who uses multiple names or email addresses and to require them to return any Prize they may have won.
32. The Prizes and gifts are not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason any element of a Prize is not available, the Promoter reserves the right, at its sole discretion to substitute another Prize for it, of equal or greater value.
33. Any relevant taxes that are required to be paid in order to claim the Prize are the responsibility of the Winner.

34. 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.
35. 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.
36. The Promoter, the prize fulfilment agency and its 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 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.
37. The Promoter 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
38. 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 entrants into this Promotion will be treated in confidence in accordance with the Promoter's privacy policy, which you can view by clicking on https://www.kelloggs.ie/en_IE/privacy-notice.html, and selecting the language you wish to view the policy in using the drop down box on the right hand side of the page.
39. 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 Winners' name, surname, county of residence or any other personal data the Promoter is required to share.

40. 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.
41. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
42. If there is a discrepancy between these Terms & Conditions and those in any Promotion material, these Terms & Conditions will prevail.
43. These Terms and 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.

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