

## ***Pringles Sonic Chip Competition Terms***

Kellogg Europe Trading Limited is the promoter (the “Promoter” or “Pringles”). Registered office address: Three The Green, Dublin Airport Central (DAC), Dublin Airport, Co. Dublin, Ireland K67 X4X5.

The Pringles Sonic Chip Competition is subject to the following conditions and is open to anyone in the United Kingdom, aged 18 years or over, who enters the Competition in accordance with the terms set out here. Proof of age may be required.

The Competition will run for 12 days starting <Tuesday 12 April 2022> and closing at <11:59pm BST> on <Saturday 23 April 2022> (“Entry Period”).

Employees of the Promoter or any of its subsidiary companies, their immediate families, agents or anyone else connected with this promotion, are not eligible to take part.

### **HOW DOES THE COMPETITION WORK**

To enter the competition, decode the secret message from Pringles shared via the transmission video using a ZX Spectrum computer or emulator software and email a photo of the decoded message to [SonicChip@Pringles.com](mailto:SonicChip@Pringles.com).

The first entrant to email the decoded message will win the prize. The winner will be determined based on the time of email receipt by Pringles and not the time of the email having been sent. In the event that two or more entries are received at the same time, the winner will be selected from these entries at random using a random number generator. The winner will be notified via email within 14 days of the closing date. The winner will have 14 days to respond and claim their prize. If they fail to respond in that time, they will be excluded from the competition and another winner will be selected in order of email receipt.

One entry per person. Late or incomplete entries will be disqualified.

The Promoter will not accept responsibility for competition entries that are lost or delayed regardless of cause, including, for example, as a result of any equipment failure or technical malfunction. In addition, proof of transmission does not count as entry to the competition.

The Promoter will not accept competition entries that are:

- (a) automatically generated by computer;
- (b) completed by third parties or in bulk;
- (c) illegible, have been altered, reconstructed, forged or tampered with; or
- (d) incomplete.

By submitting your entry to [SonicChip@Pringles.com](mailto:SonicChip@Pringles.com), you are agreeing to the terms and conditions of this competition.

## **WHAT IS THE PRIZE**

One winner will receive the following prize:

1 x Unique Custom Pringles Can, containing Original Flavour Pringles

There is no cash alternative to the prize and the prize is non-refundable and non-transferable. The winner is responsible for paying any taxes associated with the prize they receive.

## **OTHER THINGS TO KNOW ABOUT THE PRINGLES SONIC CHIP COMPETITION**

No purchase is necessary to enter the competition.

Entrants will be deemed to have accepted these terms and conditions and agreed to be bound by them when entering this competition.

Any personal data relating to entrants is collected solely for the purpose of administering the competition and will be used solely in accordance with current UK data protection legislation and the privacy policy set out on the Promoter's website at:

<https://www.pringles.com/uk/privacy-policy.html>

The competition is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram. Facebook/Instagram is not responsible to participants in respect of any aspect of this competition.

Except in the case of death or personal injury arising from its negligence or in respect of fraud and so far as is permitted by law, the Promoter and its associated companies and agents exclude responsibility and all liabilities arising from any postponement, cancellation, delay or changes to the prize beyond the Promoter's control and for any act or default of any third party supplier.

The Promoter reserves the right to: (i) change the prize on reasonable notice prior to any prize draw; (ii) withdraw this offer or amend these Terms and Conditions at any time without notice and/or (iii) cancel, amend, terminate or temporarily suspend this promotion in the event of any circumstances outside its reasonable control.

In the event of any dispute regarding these terms and conditions, the conduct, results and any other matters relating to this competition, the Promoter's decision is final and binding in all respects on all entrants. No correspondence will be entered into. Entries that do not comply in full with these entry terms and conditions will be disqualified.

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