

SHORT TERMS & CONDITIONS

IE only, 18+. Opens 12:00 07.08.26 and Closes 23:59hrs 16.08.26. To enter the prize draw (i) Like the competition post (ii) Tag a friend in the comments who you would take with you & (iii) Follow both the @cheezit_uki and @pringles.uk Instagram accounts within the Promotional Period. Each new tag is a new entry. Internet access & public Instagram account required. No purchase necessary. Prize: 2 x General Access Camping Weekend Tickets to Electric Picnic. By entering, you consent to your personal data being used for the purposes of this promotion. Visit <https://www.cheezit.com/en-ie/tandcs.html> for full T&Cs and exclusions. Promoter: Kellogg Europe Trading Limited

LONG Terms & Conditions

These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry instructions are deemed to form part of the Terms and Conditions and by participating all entrants will be deemed to have accepted and be bound by the Terms and Conditions. Please retain a copy for your information.

The Promoter:

Kellogg Europe Trading Limited of 3 Dublin Airport Central (DAC), Dublin Airport, Dublin, K67X4X5 (a company registered in the Republic of Ireland with number 387390) ('Promoter').

Promotional Period:

Opens 12:00 07.08.26 and Closes 23:59hrs 16.08.26 (Promotional Period).

How to enter:

To enter this promotion, you will need to (i) Like the competition post (ii) Tag a friend in the comments who you would take with you & (iii) Follow both the @cheezit_uki and @pringles.uk Instagram accounts within the Promotional Period.

1. Only one entry per profile on the Instagram platform is permitted. If you enter more than once, you will be disqualified. Entries that have been generated by an automatic means will also be void.
2. To participate in this Promotion, participants must have access to the internet and have or obtain an Instagram Account, which must be public. Participants may only participate online.
3. Instagram: 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 Instagram community or which contain anything which is likely to or could cause offence or distress will be disqualified from the promotion.
4. As someone who enters the promotion, your use on Instagram is subject to the platform's Terms Of Use: <https://help.instagram.com/581066165581870/>

Entries will be deemed invalid if any response:

- a. contains defamatory, malicious, indecent or other inappropriate content;
- b. Contains any content that is offensive or could reflect negatively on the name, reputation, or goodwill of the Promoter or any brand partner;

- c. Promotes any political, blasphemous or religious agenda or any content deemed to incite religious or racial hatred
- d. in the reasonable opinion of the Promoter, cause any widespread or serious offence (taking into account prevailing community views or standards);
- e. Defames, misrepresents, or contains content for the intended purpose of harassing, threatening or embarrassing individuals or multiple individuals or insults other people or companies, including, but not limited to the Promoter (including its partners);
- f. Contains any images of children;
- g. contains content deemed socially irresponsible or likely to breach the CAP Code.
- h. Any Instagram name or profile photograph which contravenes the above will be void, and any entries will not count.

Eligibility:

1. Entrants must be residents of the United Kingdom (England, Scotland, Wales and Northern Ireland) or the Republic of Ireland. Entrants must be aged 18 years and over. Employees of the Promoter, their immediate families, affiliates, agents or anyone else professionally connected with this Promotion are excluded from entering.
2. No purchase necessary.
3. Entrants will require internet access and a public Instagram account. If you do not have an account, you will need to create one in order to participate – you will require an active email address in order to do this. An Instagram account can be opened at www.instagram.com.
4. The entrant entering the promotion must be the owner of the Instagram account used. Proof of ownership of the social media account and proof of age may be required
5. Any entries received from private accounts on Instagram will not be entered due to privacy restrictions. To enter from a private account, participants must
6. Amend their account settings to a public account in order for their entry to be accepted.
7. Entrants must have owner's permission before using a computer, device and/or internet access which is not owned or paid for by the entrant to enter the Promotion. The Promoter will not be liable for any internet or mobile connection, or other charges incurred in entering the Promotion.
8. Max 1 entry per person only; a person can only use one Instagram account to enter. 15. Entry can only be made on Instagram, there is no other route of entry.
9. Entries submitted after the closing date will not be included in this prize draw.

Prize Details:

1. There is one prize available with 2x General Access Weekend Camping Tickets
 - a. The winners will be solely responsible for paying any taxes in connection with the prize and all other expenses not specifically detailed above.
 - b. Prize is non-refundable and non-transferable.
 - c. If a prize is not available in the event of circumstances outside of the Promoter's control, it will be replaced with something of equal or greater value in the Promoter's discretion.

Winners' selection, notification and verification:

1. The draw will take place within 24hrs of the promotional closing date. The winner will be drawn at random by a computer-generated process from all entries received within the Promotional Period.
2. Only entries that complete the entry instructions are eligible to win a prize.
3. Within 24hrs of the draw, the winners will be notified via an Instagram direct message to the Instagram account they used to enter, to start the prize verification and fulfilment process. The winners have 24hrs from original notification to provide their full name and contact details (IE telephone number and email address), by contacting the email address provided to them via direct message on Instagram.
4. The Promoter will verify the winners by requesting full name and contact details (IE telephone number and email address) for winner list purposes if consent is given.
5. If a winner does not respond within 24hrs of original notification, is ineligible, rejects their prize or is unable to take the prize, 24hrs of the request, they shall be disqualified and will lose their entitlement to the prize (which will subsequently be awarded to a reserve entrant selected at the same time of the initial prize allocation). The process will repeat until an eligible winner is able to claim the prize, for a period of 1 week after the closing date, after which all remaining prizes will be null and void.
6. Entrants are encouraged to monitor their Instagram direct message inbox (and message requests inbox) during this time in case they are a winner. It is the responsibility of entrants to check their messages to ensure they are in receipt of any communications from the Promoter.
7. It is the responsibility of each winner to provide their correct, up-to-date details at the time of prize acceptance for their prize to be processed. The Promoter cannot be held responsible for any winner failing to supply accurate information which affects prize acceptance or delivery.

General:

1. The Promoter seeks to run a fair and secure promotion and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entry/ies (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 through multiple means by requesting such information it considers reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed.

- 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', masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
 - f) Disqualify entrants who tamper with the entry process.
 - g) Disqualify entries which, in some other way, do not meet the requirements of these Terms & Conditions.
 - h) Cancel, modify or suspend the Promotion should it not be 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.
2. Provided no objection is received from the winners, a winners list containing the surname and county of residence of the winners will be made available by the Promoter 4 weeks after the close of the Promotion Period, for a period of 8 weeks. It will be available by contacting <https://www.cheezit.com/en-ie/contact-us.html> . Winners can object to their details being published during the Winner Notification process. Without prejudice, the Promoter will provide winner information to the Advertising Standards Authority when requested by them.
3. The Promoter may request that the winners participate in reasonable publicity arising from the Promotion including use of the 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 the winner's discretion and is not a condition of Prize Acceptance.
4. Numerous factors outside the control of the Promoter may interfere with the operation of Instagram. The Promoter does not therefore guarantee continuous, uninterrupted or secure access to this website.
5. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram. You understand that you are providing your information to the Promoter and not to Instagram. By entering the promotion, all participants accept that they have no claim against Instagram. By entering the promotion, all participants agree to a complete liability release for Instagram. All entries are also subject to the platform's terms of use and you can find them here: <https://help.instagram.com/581066165581870> 37. Unless otherwise agreed in writing by the Promoter, prizes will only be awarded directly to the winner.

6. The Promoter is not responsible or liable for:
- a. Any entries that are lost or delayed due to faulty, failed or erroneous electronic data transmissions.
 - b. Communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines satellites, servers, computers or providers utilised in any aspect of this Promotion causing delays or disruption.
 - c. Entries which are lost, delayed, corrupted, damaged, misdirected, or incomplete or cannot be delivered for any technical, delivery or other reason. Proof of submission will not be accepted as proof of receipt.
 - d. Inaccessibility or unavailability of the internet.
7. In the event of exceptional circumstances outside its reasonable control 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, for any reason, without notice, and without liability to you, or any third party, but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.
8. The Promoter and its associated agencies and companies cannot accept any responsibility for any damage, loss, liabilities, injury, costs, expenses, or claims suffered by any person in connection with this promotion, the fulfilment of the prizes and/or the use of the prizes.
9. The Promoter further disclaims liability for any injury or damage to you or any other person as a result of participation except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.
10. The decision of the Promoter shall be final and binding in all promotional matters and no correspondence will be entered into.
11. These terms and conditions and any related disputes are subject to interpretation under the laws of England and Wales or the Republic of Ireland, as applicable, and to the jurisdiction of the courts of England and Wales or the Republic of Ireland, depending on the country of residence of the entrant.
12. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these Terms and Conditions and the remaining clauses shall survive and remain in full force and effect.
13. This promotion is in no way sponsored, endorsed or administered by or associated with, Instagram.

Data Protection:

49. We are committed to protecting your privacy. The Promoter will only process your information on the basis of consent to administer this promotion in line with the terms and conditions. We will never sell your data to third parties. Your data may be processed

and held on servers located in the United States. The Promoter has ensured that any processors we use are obligated under EU Standard Contractual Clauses to ensure data protection compliance. Personal data of the winners will be retained for 1 year after the close of the competition. Data of non-winners will be deleted immediately following the draw / end of the promotion. Entrants have the right to withdraw their consent at any time. They may also access their data or apply for erasure. You also have the right to contact a data protection supervisory authority. For further details on use of your personal data please visit: https://www.kelloggs.ie/en_IE/privacy-notice.html. You can also contact the Promoter in relation to your data by emailing DataPrivacyOfficer@kellogg.com