

Cricket AFH 2026 Trade Activation

Short T&Cs

*GB residents only. 18+. Opens 00:00 01.01.26 and closes 23:59 31.03.26. Purchase necessary. Promotion open to business owners and employees of trading businesses or sole traders who are registered customers of Buying Group, Bestway & Booker. Internet access and employee/employer consent required. To enter prize draw, purchase any qualifying PMP 70g case of Pringles or PMP 65g case of Cheez-It listed in the full terms and conditions, one entry granted for every case purchased, from any Buying Group, Bestway & Booker, scan QR code on case or visit www.kelloggsvantage.co.uk/en_GB/CRICKET26 and enter your full name, email address, mobile number and upload a photo of your receipt. Multiple entries permitted. There 10x prizes available to be won: 5x Pairs of VIP Vitality Blast T20 Tickets and 5x Pairs VIP England Cricket Tickets. Retain receipt. Exclusions apply. For full terms and conditions visit: www.kelloggsvantage.co.uk/en_GB/tnc

By entering this promotion, we will process your personal information for the purpose of administering the promotion in accordance with the terms and conditions. For further information on how your personal data will be compliantly handled visit: www.kelloggs.ie/en_IE/privacy-notice.html or email dataprivacyofficer@kellanova.com

Promoter: Kellogg Europe Trading Limited

Long T&Cs

1. 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.
2. The promotion is only open to business owners and employees of trading businesses or sole traders who are registered customers of Buying Group, Bestway & Booker and is not open to members of the public.
3. The Promoter is Kellogg Europe Trading Limited (387390). ('The Promoter') and the registered address is 3 Dublin Airport Central (DAC), Dublin Airport, Dublin, K67X4X5, Ireland
4. The Data Controller is Kellogg Europe Trading Limited (387390). ('The Promoter') and the registered address is 3 Dublin Airport Central (DAC), Dublin Airport, Dublin, K67X4X5, Ireland
5. The Data Processor agency is Mindtree Ltd and the registered address is 6TH AND 7TH FLOOR GOPALAN SEZ, WHITEFIELD, BANGALORE, ZZ, India, 560066
6. The Prize Fulfilment Agency Is Kellogg Europe Trading Limited (387390). ('The Promoter') and the registered address is 3 Dublin Airport Central (DAC), Dublin Airport, Dublin, K67X4X5, Ireland

7. Employees of trading businesses are permitted to enter. Employees of the Promoter, Buying Group, Bestway & Booker their family members, subsidiaries, other group companies, their agents or anyone else connected in any way with the prize draw or helping to set up the prize draw shall not be permitted to enter the prize draw.
8. Employees must obtain their employer's permission to take part. Any personal/business tax liability arising from taking part in the promotion will be the responsibility of the entrant. For the avoidance of doubt, the prize will only be awarded to the individual entering.
9. Entrants must be aged 18 or over. Open to GB residents only. Purchase necessary. Internet access required.
10. The promotion is open from 00:00 on 01.01.26 and closes at 23:59 on 31.03.26 (the 'Promotional Period'). Any entries received outside this period will not be accepted.
11. To enter the prize draw: business owners and employees of trading businesses or sole traders who are registered customers of Buying Group, Bestway or Booker must purchase any qualifying case of Pringles (PMP 70g) or Cheez-It (PMP 65g) (as defined in Clause 14 below) from Buying Group, Bestway or Booker in-store and online during the Promotional Period and:
 - i) Scan the QR code visible on in-store media, outer case or visit: www.kelloggsvantage.co.uk/en_GB/CRICKET26
 - ii) Provide your full name, email address & mobile number;
 - iii) Upload a photo of your itemised till receipt;
 - iv) Each entrant's proof of purchase will be verified and the winner will be drawn at random from all valid entries received during the Promotional Period by an independent adjudicator.
12. There is no limit on the number of entries per person. Each participating case purchased counts as one entry into the prize draw.
13. Retain proof of purchase showing date of purchase during the Promotional Peiod and prior to the date of entry.
14. Purchase must be of qualifying Pringles products (PMP 65g/70g case) to be valid for entry. The "**Qualifying Products**" are listed below (subject to availability and whilst stocks last):

Kellogg SKU Code	Product Description
7017220000	Pringles Original 70g PMP
7017217000	Pringles Sour Cream & Onion 70g PMP
7017223000	Pringles Salt & Vinegar 70g PMP

7017226000	Pringles Texas BBQ Sauce 70g PMP
7017262000	Pringles Hot & Spicy 70g PMP
7017787000	Cheez-It Double Cheese 16x65g PMP
7017790000	Cheez-It Cheese & Chilli 16x65g PMP

15. **“Participating Retailers”** are any Buying Group, Bestway or Booker that displays our promotional in-store media . The promotion is live in each Participating Retailer for the duration of the Promotional Period however, point of sale material may not be on display in stores throughout the duration of the Promotional Period.
16. Internet access, full name, email address, mobile number, the purchase of a Qualifying Product from a Participating Retailer and receipt upload is required for entry. Mobile phone required to contact the winner if no response is received via initial e-mail contact and for the Prize Fulfilment to contact the winner to fulfil their prize. Entrants who make an entry on someone else’s behalf will be disqualified, at the Promoter’s discretion.
17. Entries (bulk or otherwise) made from syndicates, consumer groups or third parties will not be accepted. If it becomes apparent that an entrant has entered multiple times or is using a computer(s) to circumvent this or any other condition by, for example, the use of ‘script’, ‘brute force’ or any other automated means, that person’s entries will be disqualified and any prize award will be void.
18. Incomplete, illegible, invalid or misdirected entries will not be accepted. Proof of sending will not be accepted as proof of delivery. The Promoter takes no responsibility for entries delayed, incomplete or lost due to technical reasons or otherwise.
19. There is 10x prizes available to be won in total, the value is detailed as follows:
 - i) 5x Pairs of VIP Vitality Blast T20 Tickets
 - ii) 5x Pairs of VIP England Cricket Tickets
20. The 10 prize winners will be drawn at random by an independent adjudicator from all the valid entries received and verified by the Promoter by 02.04.26.
21. The Promoter will select winners by conducting a random draw for each participating customer group.
22. Each customer group is guaranteed one winning entrant, subject to eligibility and compliance with these Terms & Conditions.
23. The draw will be conducted under the supervision of the Promoter or an appointed representative.

24. Winner will be contacted by within 5 working days via email using the email address used to enter the promotion. A follow-up call will be made to the mobile phone number used to enter the promotion in the event the winner cannot be contacted via email. To claim, winner must reply to the e-mail providing their full name, proof of ID to acknowledge their prize and confirm permission for their details to be provided to the Third Party Prize Fulfilment Agency. Once the winner has given their permission for their details to be transferred and provided the details requested, they will be contacted by the Fulfilment Agency via SMS using the mobile number used to enter the promotion within 7 days of their prize acknowledgement to obtain their GB bank account details and county of residence for the purposes of the winners list, if no objection is received.
25. All reasonable effort will be made to contact the winner using the e-mail address and mobile number they provide upon entry, however, if their prize is not claimed within 14 days of first notification or the winner is ineligible or rejects their prize, the Promoter reserves the right to draw an alternative winner (using the same mechanism as for the original winner) and the original winner will forfeit any rights to the prize. The process will repeat until an eligible winner is able to claim the prize, for a period of 3 months after the closing date, after which the prize will be null and void. It is the responsibility of the entrant to ensure that they respond to the winner notification SMS by providing the details requested to the email address provided. Entrants are encouraged to monitor their connections during this time in case they are the winner.
26. The prize may be redeemed by the winner only and is not transferable and cannot be swapped for another prize.
27. No alternative prize will be provided in whole or in part except in the event of circumstances outside its control, the Promoter reserves the right to provide an alternative prize of equal or greater value.
28. The 10x Pairs of VIP Tickets will be supplied by the Third Party Prize Fulfilment Agency via a secure process – Email address required for transfer. To receive their prize, winners will be asked to provide their email details for the transfer of the allocated prize within 7 days from the date of request. The name on the email will be confirmed to ensure that it matches the name of the prize winner. The winner will be asked to input their email details into a password protected form and share with the Third Party Prize Fulfilment Agency via a secure link.
29. Once the winner has successfully confirmed all details for prize fulfilment and the completion of the verification process, their cash prize will be fulfilled within 28 days of receipt of valid GB email details. If the prize winner does not receive their email for their prize, within the 28 days specified.
30. It is the responsibility of the winner to provide their correct, up-to-date details when confirming acceptance of their prize in order for the prize claim to be processed. The Promoter cannot be held responsible for the winner failing to supply accurate information

which affects prize acceptance or fulfilment of their prize.

31. The decision of the Promoter is final. No correspondence will be entered in to.
32. Under no circumstances will the Promoter be liable (unless such liability cannot be lawfully excluded) for any losses, damages, costs or expenses arising from or in any way connected with the promotion 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.
33. The prize winner's surname and county of residence will be available for 3 months after the closing date by DataPrivacyOfficer@kellanova.com. We reserve the right to refuse such requests. Entrants can object to disclosure, or request that disclosure be limited in scope by contacting DataPrivacyOfficer@kellanova.com.. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so.
34. Winner may be requested, but are not obliged, to enter into publicity as a result of the promotion.
35. The Promoter reserves the right to verify all entries including but not limited to asking for proof of purchase and ID (passport, driving licence or equivalent). The Promoter reserves the right to refuse to award the prize or withdraw prize entitlement and/or refuse further participation in the promotion and disqualify the entrant where there are reasonable grounds to believe there has been a breach of these terms and conditions, the spirit of the promotion, any instructions forming part of this promotion's entry requirements or otherwise where an entrant has gained unfair advantage in participating or won using fraudulent means.
36. If for any reason any aspect of this promotion is not capable of running as planned, including by reason of infection by computer virus, network failure, traffic congestion, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter may in its sole discretion cancel, modify or suspend the promotion or invalidate any affected entries.
37. If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these terms and conditions (including but not limited to global or regional health crises, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God), the Promoter will not be liable for any failure to perform or delay in performing its obligation but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.

38. The Promoter has no control over internet or communication networks and is not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise. The Promoter will not be held liable to any individual for any fraud committed by any third party nor for any event beyond its control including, but not limited to, user error and any network, computer, hardware or software failures of any kind which may restrict, delay or prevent an entrant's entry to the promotion.

39. The Prize Fulfilment Agency will be acting as an independent data processor for the purpose of fulfilling the prize. Personal data will at all times be kept confidential and will be processed in accordance with current Data Protection legislation. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to DataPrivacyOfficer@kellanova.com.

40. 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, available at: www.pringles.com/uk/privacy-policy.html.

41. 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, region of residence or any other personal data the Promoter is required to share.

42. 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.

43. These terms and conditions shall be governed by the law of England and Wales, and entrants submit to the exclusive jurisdiction of the courts of England and Wales.