

MATTEL
**ADVENTURE
PARK**



Kellogg's



Full Terms & Conditions

1. This Promotion is open to residents of Iceland and the Republic of Ireland aged 18 or over, excluding employees of the Promoter, agents or affiliates 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 compatible device, a Kellogg's account and a valid email address are required.
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 product than you can reasonably use or consume just to participate in this Promotion.
4. **Promotion Period:**
 - a. **Main Promotion Period:** Enter between 00:01 BST on the 16 June 2025 (23:01 GMT on the 15 June 2025) and 23:59 BST (22:59 GMT) on the 5 October 2025 inclusive.
 - b. **Extended Promotion Period:** Enter between 00:01 BST on 6 October 2025 (23:01 GMT on the 5 October 2025) and 23:59 BST (22:59 GMT) on 3 May 2026.
5. To Enter the Promotion: Entrants must:
 - a. Purchase a Kellogg's cereal or snack pack (excluding single bars).
 - b. Using a smartphone, visit www.kelloggs.com/uno25 (or navigate to the UNO® experience) and sign into their Kellogg's account or register for one for free and complete the multi-factor authentication requirements if prompted to;
 - c. Enter the last four digits of the on-pack barcode;
 - d. Launch the challenge; and
 - e. Complete the challenge ("the challenge") in the fastest time.

6. 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.
7. Any entry must be accompanied by a new receipt of a purchase made within the Promotion Period that pre-dates the time and date of entry. Maximum of one entry is permitted per person, per day during the Promotion Period and a maximum of one prize tier is permitted per postal address during the entire Promotion.
8. If proof of purchase for all entries submitted cannot be provided by an entrant if requested by the Promoter, that entrant will no longer be eligible to enter the Promotion and all subsequent entries will be void.
9. Winners must retain the itemised receipt that states the time and date of purchase made within the Promotional Period that pre-dates the time and date of entry, as they may be required to provide this at any time for validation and in order for the Winner to receive the prize.

10. Main Promotion Period Prizes: During the Main Promotion Period, there is one (1) UNO® card Prize per day (112 Prizes in total) to be won and one (1) Trip to Mattel Trip Adventure Park Prize will be awarded to the entrant who obtains the highest score overall. Each winner will win one of the following Prizes. Tier 2 and Tier 3 Prizes will be randomly allocated.

- a. Tier 1: 1 x Trip to Mattel Adventure Park in Arizona, USA for the winner and three guests (2 adults and 2 children, aged 0 – 17 years) for 3 nights at a 4-star hotel including tickets to the Mattel Adventure Park.
- b. Tier 2: 1 of 20 x packs of UNO® Attack cards.
- c. Tier 3: 1 of 92 x packs of Kellogg's branded UNO® cards worth €4.99 each.

11. Extended Promotion Period Prizes: There is one (1) Prize per week (30 Prizes in total) to be won. Each winner will win 1 x pack of Kellogg's branded UNO® cards worth €4.99.

12. Further Prize Details and Conditions:

- a. Tier 1:
 - i. The Tier 1 Prize will be fulfilled by Cloud Nine Incentives ("Prize Fulfilment Agency").
 - ii. The Tier 1 Prize is for one winner and three guests (2 adults and 2 children, aged 0 – 17 years) and will include:
 1. Return flights from the winner's closest international airport to Phoenix, Arizona.
 2. Three (3) nights' accommodation in a minimum 4-star hotel in family-sharing room. Breakfast is not included.
 3. Return airport transfers from the destination airport to the hotel.
 4. 4 x tickets to the Mattel Adventure Park.

5. Return transfers to Mattel Adventure Park in Glendale.
- iii. **The stay must include a Saturday night.**
 - iv. **The Mattel Adventure Park element of the Prize is subject to Mattel attraction opening dates which will be communicated during winner communications. In the alternative, the Promoter may in its sole discretion offer an alternative experience of an equivalent or greater value.**
 - v. For the avoidance of doubt, the Prize does not include food, beverages, souvenirs, gratuities, car parking charges, or any other costs of a personal nature (including spending money) **that are not explicitly set out in these Terms and Conditions** and neither the Promoter nor any provider of any part of the Prize will be responsible for any such costs.
 - vi. The Prize will be arranged by email/phone between the Promoter's Prize fulfilment agency and the winner. The Prize fulfilment agency will make all reasonable efforts to provide the winner with details of the Prize at the earliest possible opportunity and to provide any accessibility support needed. The Promoter will have final discretion on all elements and aspects of how the Prize is organised. Once the Prize details including dates and location are confirmed, this cannot be amended or altered by the winner.
 - vii. If a booking is cancelled by the winner, no alternative tickets will be issued and for the avoidance of doubt, no compensation and/or refund will be provided.
 - viii. The winner must inform the Promoter of any wheelchair or any similar access needs.
 - ix. Travel insurance will be supplied for the winner and their guests with no pre-existing medical conditions. Travel insurance is subject to restrictions and the terms and conditions of the insurance provider. It is the responsibility of the winner and their guests to meet any additional costs relating to obtaining insurance cover for any pre-existing medical conditions and/or for any additional costs as may be specified where the winner and/or their guests are aged 85 or over/ Insurance is not provided as part of the Prize.
 - x. The winner and their guests will require a passport valid for at least 6 months on date of travel; any necessary visas are the responsibility of the winner and their guests. In the event the winner or their guests are unable to travel due to visa or other personal circumstances, no alternative tickets will be issued, and no compensation or other Prize will be provided.
 - xi. Prizes must be taken in accordance with government guidelines and COVID-19 rules and restrictions in place at the time of travel, the arrangement and additional costs for any COVID-19 testing, quarantine accommodation or anything else that may be required is sole responsibility of the Winner and their guest.
 - xii. The Prize will be forfeited by the winner if:
 - 1. the winner has not obtained all of the proper travel documents by the date specified by the Promoter;

2. the winner has any immigration complications which prevent them from entering, leaving or travelling within the selected cities; or
 3. the winner has any medical, legal or any other reason that would prevent them from accepting and participating in the Prize.
- xiii. All elements of the Prize must be taken as part of the same trip.
 - xiv. The Tier 1 Prize must be booked and taken by 30 November 2026 (subject to availability). At least 6 weeks' advance notice of preferred dates of travel and/or stay must be given. The Prize cannot be taken during the excluded following dates or periods: Christmas, New Year's Eve, Easter and Public Holidays in Arizona ("Excluded Dates").
 - xv. Once tickets have been issued, they are only valid for flights, dates and times shown. No alternatives are available. Name changes to the flight once confirmed are not permitted.
 - xvi. The winner and their guest must abide by and are subject to any Airline's published Conditions of Carriage.
 - xvii. Flight extras are not included in the Prize (flight extras include, but are not limited to, on-board entertainment, meals and drinks).
 - xviii. Lounge passes and upgrades are not provided for the winner, flights cannot be used in conjunction with any loyalty programme, any other discount, discount coupon(s) or voucher(s), promotion(s) or special offer(s).
 - xix. The winner and their guest must travel together on all flights and airline seats are subject to availability.
 - xx. Return transfers from the Prize winner's home to the local international airport are not included.
 - xxi. Guests below the age of 18, the guest must provide written parental or guardian consent to travel unless accompanied by a parent or guardian.
 - xxii. Accommodation is based on four (4) persons sharing a family-style room for 3 nights. Accommodation will be selected by the Promoter at their sole discretion. Breakfast is not included.
 - xxiii. The Promoter will pay the cost of the family-style room plus related room taxes only for the winner and their guest.
 - xxiv. A valid credit or debit card will be required for the winner to check in to each room and will be used to guarantee any incidentals such as in-room calls or services.
 - xxv. The Prize winner is solely responsible for any additional charges incurred at the hotel during their stay, including, without limitation, costs of meals, drinks, additional nights and services together with related taxes.
 - xxvi. The winner is responsible for the behaviour of themselves and their guest whilst taking the Prize. The Promoter reserves the right in its absolute discretion to exclude the winner and/or their guest from participation in any aspect of the Prize if any party fails to comply with the directions of the Promoter or any companies associated with the Prize or if the winner and/or their guest act in a manner that is dangerous to themselves or to the public or is, in the opinion of the Promoter, anti-social in any manner or which causes a disturbance or nuisance to others. Failure to comply with these Terms and Conditions

may result in refused entry, or the ticket holders being required to leave the venue.

- xxvii. The winner will not be entitled to any compensation and will have no claim against the Promoter if the Tier 1 Prize or any other event forming part of the Prize is delayed, postponed, rescheduled or cancelled.
- xxviii. It is the responsibility of the winner and any guests to check any travel advisories issued by a Government, to determine whether they wish to accept the risk of travelling to the destination. The Promoter will not be responsible for any loss or damage suffered by any winner or their guest arising out of their failure to follow any travel advisories issued by a Government. The winners and their guests must comply with and are responsible for obtaining all information regarding any recommended inoculation and obtaining the inoculation(s) and health regulations required by any Prize destination country or city.
- xxix. Pictures and images used in connection with the Promotion are for illustrative purposes only and might not reflect a true likeness of the Prizes. The Promotion does not constitute an endorsement or recommendation of the products or services being offered as Prizes.
- xxx. Terms relating to the Mattel Adventure Park may apply and will be advised upon attending.

b. Tier 2/3:

- i. The Tier 3 Prize is not the size of standard UNO® cards, but a Kellogg's branded pocket-sized version of the UNO® game.
- ii. It is the responsibility of the entrant to provide their correct, up-to-date details when entering the Promotion and/or confirming acceptance of the prize in order for their prize to be processed. The Promoter cannot be held responsible for winners failing to supply accurate information which affects prize acceptance or delivery of their prize.

13. Winner Selection:

a. **Main Promotion Period:**

- i. **Daily winners:** The top entrant who successfully completes the challenge in the quickest time each day will be deemed the Provisional Daily Winner (112 daily winners in total). The allocation of the Tier 2 or 3 prize awarded each day will be determined at random. Any unwon prizes from any day within the Main Promotion Period will be rolled over into a mop-up prize pool at the end of the Extended Promotion Period.
- ii. **Overall winner:** The top entrant who successfully completes the challenge in the quickest time over the Main Promotion Period will be deemed the Provisional Tier 1 Prize Winner.

b. **Extended Promotion Period:** The top entrant who successfully completes the challenge in the quickest time each week will be deemed a Provisional Winner (30 winners in total). Any unwon prizes from any week within the Extended Promotion Period will be rolled over into a mop-up prize pool at the end of the Extended Promotion Period.

14. In the event of a tie between two or more entrants due to equal completion times, those entrants will be contacted and asked to answer the following question: 'What is your go to Kellogg's cereal to eat and why?'

15. Entries received based on clause 14 above will be judged by an independent third party on:

- a. Originality (scored out of 10);
- b. Creativity (scored out of 10); and
- c. Humour (scored out of 10).

16. **Moderation:** The Promoter will reject entries based on Clause 14 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.

17. **Winner Notification:**

a. **Main Promotion:**

- i. The Tier 1 Prize Winner (determined by completing the challenge in the fastest time over the Main Promotion Period or answering the question in Clause 14) will be contacted via the email address associated with the entrant's Kellogg's account and may be asked to provide evidence of identity and eligibility. Reasonable efforts will be made to contact the provisional winners. 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 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 during the Main Promotion Period.
- ii. Tier 2/3 Provisional Winners (determined by completing the challenge or answering the question in Clause 14 in the fastest time) will be contacted via the email address associated with the entrant's Kellogg's account and may be asked to provide evidence of eligibility. Reasonable efforts will be made to contact the provisional winners. Once eligibility has been confirmed, the provisional winner will be confirmed as a winner. If a provisional winner does not respond to the initial contact within 14 days, we reserve the right to disqualify that entrant and award the Prize to a reserve selected in the same manner. Reserve winners may have less time to respond.

b. **Extended Promotion:** The Provisional Winners (determined by completing the challenge or answering the question in Clause 14 in the fastest time) will be contacted via the email address associated with the entrant's Kellogg's account. If a provisional winner does not respond to the initial contact within 14 days, we reserve the right to disqualify that entrant.

18. **Mop-up Prize Pool:** Following the end of the Extended Promotion Period, in the event that any Prizes are unwon, rejected, undelivered, unclaimed or returned to sender, or if a Winner is disqualified for any breach of these Terms and Conditions throughout either Promotion Period, the Promoter reserves the right to award these to the fastest non-winning entrant/s who successfully completed the challenge throughout both Promotion

Periods. 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 28 working days from the end of the Extended Promotion Period.

19. **Prize Acceptance:** A winner will receive notification to their email address registered to the winner's Kellogg's account to arrange fulfilment of the Prize within 28 days of acceptance of the Prize. In the unlikely event that the winner has not received communication to arrange their Prize after 28 days, the winner must inform the Promoter by visiting the Contact Us page on www.kelloggs.ie/en_IE/contact-us.html. If the winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.
20. In the unlikely event that a Prize doesn't arrive within 90 days of Winner Notification, winners will have a further 28 days to inform the Promoter by visiting the Contact Us page on www.kelloggs.ie/en_IE/contact-us.html. 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.
21. 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 email address or postal address cannot be updated after entry.
22. 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.
23. 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 consider 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.
24. 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.
25. Any relevant taxes that are required to be paid in order to claim the Prize is the responsibility of the Winner.
26. The Prizes 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.
27. 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.
28. The Promoter, the prize fulfilment agency and any other 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 Promotor's liability for death or personal injury as a result of its negligence.
29. 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, or any other circumstances of the Promoter.
30. We are committed to protecting your privacy. Kellogg Europe Trading Limited (Kellogg) and the prize fulfilment agency 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 Promoter's Privacy Policy and can be found at: www.kelloggs.ie/en_IE/privacy-notice.html.

31. 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.
32. If any part/s 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.
33. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
34. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
35. These Terms and Conditions shall be governed by the law of the relevant country for each entrant, and entrants submit 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.