

Terms & Conditions

Promotion		Status		
Kellogg's Pokémon 2026		Draft		
Client	Brand	Agency	Project Number	
Laura/Srishti	Kelloggs	Click here to enter agency.	JS16017	
Type	Today's Date	Version	Style	Editor
Competition	24/10/2025	1	Standard	KL

Full Terms & Conditions

1. This Promotion is open to residents of Cyprus, Spain, Greece, Portugal and Malta 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 Kellogg's account, a compatible device 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 CEST (01:01 EEST) on the 27 July 2026 (23:01 WEST on the 26 July 2026) and 23:59 CET (22:59 WET) on the 15 November 2026 (00:59 EET on the 16 November 2026) inclusive, within which there are weekly Promotion Periods ("Weekly Promotion Periods").
 - b. **Extended Promotion Period:** Enter between 00:01 CET (01:01 EET) on the 16 November 2026 (23:01 WET on the 15 November 2026) and 23:59 CEST (22:59 WEST) on the 25 July 2027 (00:59 EEST on the 26 July 2027) inclusive, within which there are weekly Extended Promotion Periods ("Weekly Extended Promotion Periods").



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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/pokemon (or navigate to the Pokémon 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. Click "Play Now" 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. Each 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. 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.
8. Maximum of one entry is permitted per person, per day during the Promotion Period and a maximum of one prize per tier is permitted per household (defined as persons living at the same postal address) during the entire Promotion.
9. 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 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 are 68 Prizes per week (a total of 1,088 Prizes) to be won awarded in the following order:
 - a. **Tier 1:** The two (2) entrants who successfully complete the challenge in the fastest time each week will each win one of 32 x Pikachu backpacks worth €74.99 each.



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- b. **Tier 2:** The next seven (7) fastest entrants who successfully complete the challenge in the fastest time each week will each win one of 112 x Pokémon Multi-character backpacks worth €49.99 each.
- c. **Tier 3:** The next 11 fastest entrants who successfully complete the challenge in the fastest time each week will each win one of 176 x Pikachu caps worth €37.99 each.
- d. **Tier 4:** The next 11 fastest entrants who successfully complete the challenge in the fastest time each week will each win one of 176 x Pokémon Multi-character caps worth €29.99 each.
- e. **Tier 5:** The next 37 fastest entrants who successfully complete the challenge in the fastest time each week will each win one of 592 x Pokémon Trading Card Games worth €12 each.

11. **Extended Promotion Period Prizes:** There are 11 Prizes per week (396 Prizes in total) to be won. Each Winner will win 1 x Pokémon Trading Card Game worth €12 each. The 11 entrants who successfully complete the challenge in the fastest time each week will win the Prize.

12. **Total Prize Pool Value:** €31,819.04.

13. **Further Prize Details and Conditions:**

- a. Pictures and images used in connection with the Promotion are for illustrative purposes only and might not reflect a true likeness of the Prizes.
- b. By participating in the Promotion, entrants agree that the Prize is awarded on an "as is" basis, and that the Promoter makes no representations or warranties of any nature with respect to the Prize.
- c. Any pictures depicting the prizes on any media including press advertisements, posters or TV commercials are indicative only and the actual prizes may vary from the depictions. The Promotion does not constitute an endorsement or recommendation of the products or services being offered as prizes.
- d. 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.
- e. The Promoter is not liable for any Prizes once distributed/dispatched to a Winner and the Promoter will not be responsible for any Prizes not received, broken or lost in transit.

14. **Winner Selection:**



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- a. **Main Promotion Period:** The 68 entrants who successfully complete the challenge in the fastest times each week will be deemed Provisional Winners of their respective Tier Prize as outlined in clause 10. There will be a total of 32 Tier 1 Provisional Winners, 112 Tier 2 Provisional Winners, 176 Tier 3 Provisional Winners, 176 Tier 4 Provisional Winners and 592 Tier 5 Provisional Winners in total.
 - b. **Extended Promotion Period:** The 11 entrants who successfully complete the challenge in the 11 quickest times each week will be deemed the Extended Promotion Period Provisional Winners ("Extended Provisional Winners"). There will be 396 Extended Provisional Winners in total.
15. 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?'
16. 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).
17. **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.
18. **Winner Notification:**
 - a. **Main Promotion:** Each Provisional Winner, (determined by completing the challenge in the 1st – 68th fastest times or answering the question in Clause 14) will be contacted via email to the email address registered to their Kellogg's account within 28 days of the end of the relevant Weekly Promotional Period in which they entered, or from answering the question in Clause 14, 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 a Provisional Winner does not respond to a request for evidence of identity and eligibility 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 week.



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- b. **Extended Promotion:** The Extended Provisional Winners (determined by completing the challenge in the 11 fastest times or answering the question in Clause 14) will be contacted via the email address associated with their Kellogg's account within 28 days of the end of the Weekly Extended Promotion Period in which they entered, or from answering the question in Clause 14, and may be asked to provide evidence of identity and eligibility. Reasonable efforts will be made to contact the Extended Provisional Winners. Once eligibility has been confirmed, the Provisional Winner will be confirmed as a Winner. If an Extended Provisional Winner does not respond to a request for evidence of identity and eligibility 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 week.

19. **Mop-up Prize Pool:** Following the end of the Extended Promotion Period, in the event that any Prizes are unwon, rejected, undelivered, 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.
20. **Prize Acceptance:** Once a Provisional Winner or Extended Provisional Winner provides evidence of their identity and eligibility if requested, they 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 a Winner has not received communication to arrange their Prize after 28 days or a Prize doesn't arrive within 90 days of Winner Notification, the Winner must inform the Promoter by visiting the Contact Us page on:
- a. **Greece & Cyprus:** www.kelloggs.gr/el_GR/contact-us.html;
 - b. **Malta:** www.kelloggscee.com/en_CE/contact-us.html;
 - c. **Portugal:** www.kelloggs.pt/pt_PT/contact_us_pt.html;
 - d. **Spain:** www.kelloggs.es/es_ES/contact_us_es.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.

21. **Malta only:** At the request of the Malta Gaming Authority, the first name and locality of the Prize winners will be made available by visiting www.promowinners.com/KelloggsPokemon2026Malta from 10 August 2026 until a period of 6 months after the close of the Extended Promotional Period. Without prejudice, the



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Promoter will provide the full winner details to the Malta Gaming Authority on reasonable request.

22. 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.
23. 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.
24. 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.



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- 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.
25. 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.
26. Any relevant taxes that are required to be paid in order to claim the Prize is the responsibility of the Winner.
27. 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.
28. 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.
29. 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 Promoter's liability for death or personal injury as a result of its negligence.
30. To the extent permitted by applicable law, entrants agree to release and hold harmless the Pokémon Company International, Inc., its parent, subsidiaries and affiliates, and each of their respective officers, directors, stockholders, employees, agents, and representatives from all claims, demands, actions, losses, liabilities, and expenses related to this Promotion.
31. 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,



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war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities.

32. We are committed to protecting your privacy. Kellogg Europe Trading Limited (Kellogg's) 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 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.
33. 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.
34. For further information regarding the promotion, please visit the Kellogg's website and submit your requests via customer care page at:
 - a. **Greece & Cyprus:** www.kelloggs.gr/el_GR/contact-us.html;
 - b. **Malta:** www.kelloggscee.com/en_CE/contact-us.html;
 - c. **Portugal:** www.kelloggs.pt/pt_PT/contact_us_pt.html;
 - d. **Spain:** www.kelloggs.es/es_ES/contact_us_es.html.
35. 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.
36. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
37. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.



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38. 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.

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1. This document has been created for a specific promotion. If used for a different promotion, it may not be fit for purpose.
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