



Cadbury Terms and Conditions ("Promotion")

These Terms and Conditions govern the relationship between you, the entrant ("**you**", "**your(s)**", "**entrant(s)**"), the Promoter and the Administrator (both defined below) in relation to the Promotion and shall prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry/claim instructions are deemed to form part of these Terms and Conditions and by participating all entrants will be deemed to have accepted and be bound by these Terms and Conditions. Please retain a copy for your information.

1. The Promoter: Tesco Stores Ltd., Tesco House, Shire Park, Kestrel Way, Welwyn Garden City, AL7 1GA.

2. The Administrator: Prizeology Limited, 820 The Crescent, Colchester Business Park, Colchester C04 9YO. The Administrator is responsible for administering the entry mechanic element of the Promotion and for conducting the prize draw and fulfilling the Prizes.

3. The Supplier: Mondelez Europe Services GmbH – UK Branch whose address is at Cadbury House, Sanderson Road, Uxbridge, UB8 1DH.

4. The Promoter, the Administrator and the Supplier, together referred to as the "**Promotion Entities**".

5. Qualifying Products: any Cadbury product.

6. Eligibility:

a. This Promotion is open to UK (England, Wales, Scotland and Northern Ireland) residents aged 18 years or over who: (a) have purchased Qualifying Products; (b) have an email address; (c) have a mobile phone; and (d) internet access. Please ask the owner's permission before using a computer, device and/or internet-access which is not owned, or paid for, by you to enter this Promotion. The Promoter is not liable for any internet connection, mobile connection, or other charges incurred while entering this Promotion.

b. The following are not eligible to enter this Promotion: employees and their immediate families of the Promotion Entities, associated agents or anyone professionally connected with the Promotion, including without limitation, advertising agencies, PR, prize suppliers and legal advisors. In these Terms and Conditions, "immediate family" includes mother, father, brothers, sisters, sons, daughters, partner or spouse members of such employees or of anyone with whom such employees are domiciled.

7. Promotional Period: This Promotion opens at 00:00 on **12th January 2026** and closes at 23:59 on **17th February 2026**. Entries received outside the Promotional Period shall not be valid for entry into this Promotion.

8. Entry Instructions: During the Promotional Period:

a. Purchase a Qualifying Product in a Tesco store or online at Tesco.com during the Promotional Period;

b. Scan the QR code or go to familydaysout26.com;

c. Enter your first name, surname, postcode, mobile number and email address, and upload a photo of your valid receipt and choose which prize you'd like to win.

by 23:59 on **17th February 2026**.

d. Only one photo can be accepted in a receipt upload. The receipt upload must be a jpeg or pdf. Alternative file formats will not be accepted. Please retain receipt.

e. Any entrant that does not upload a receipt at the point of form submission will be sent a text message to the mobile number inputted on the form with a link to upload their receipt within 72 hours of their form submission. The message will be sent between 10am and 4pm. Any entrant that does not upload a receipt at the point of form submission, within the last 72 hours of the Promotional Period, will receive the text message immediately after their form submission. Receipt must be uploaded by 23:59 on 17th February 2026. Receipts received outside the Promotional Period shall not be valid for entry into this Promotion.

("Entr(y)(ies)").

9. By entering this Promotion you agree that such Entry (excluding personal information) is deemed to be non-confidential and non-proprietary, and we shall have no

obligation of any kind with respect to such Entries. Entries will not be returned.

10. Please note that this Promotion appears cross-media with 4 different QR codes, but there is only one prize pool.

11. Only one entry per person during the Promotional Period. For the avoidance of doubt only one email address and valid mobile number will be accepted per person, and a person can use this email address and mobile number to enter only once. An email address and mobile phone number can only be used by one person, and cannot be shared within a household. A receipt can only be used once per household. A receipt cannot be shared amongst entrants. Any use by entrants of identities other than their own and/or any entrant(s) using multiple email addresses/mobile numbers and/or any other methods and/or sharing receipts to enter this Promotion will be disqualified and any prize void. The Promoter reserves the right to determine, in its sole and absolute discretion, whether an entrant or household has already submitted an entry and to disqualify any subsequent entries or prize entitlement.

12. No third party or bulk entries. Entries via third parties, consumer groups or syndicates, entries by macros or other automated means and entries which do not satisfy the requirements of these Terms and Conditions in full will be disqualified. If it becomes apparent that either an entrant or household is using any means to circumvent this condition such as, and without limitation, fraudulently falsifying data; using multiple email addresses and mobile phone numbers; sharing receipts, using multiple postal addresses; acting fraudulently or dishonestly in the opinion of the Promoter; using identities other than their own; creating fake identities or using any other automated or manual means in order to increase that entrant's or a household's entries or otherwise acting in violation of these terms, these entrants and their household will be disqualified, and any prize entitlement will be void.

13. Proof of purchase will not be accepted as proof of entry and illegible, incorrect and/or incomplete Entries will not be accepted or eligible to win prize. No responsibility can be accepted for Entries that are illegible, incorrect, incomplete, lost due to technical reasons, corrupted, delayed or not received for whatsoever reason.

14. We also reserve the right in our sole and reasonable discretion to disqualify any entrant who: (a) we have reason to believe has breached any of these Terms and Conditions; and/or (b) corrupts or affects the administration, security, fairness, integrity or

proper conduct of this Promotion; and/or (c) engaged in any unlawful or other improper misconduct calculated to jeopardise the fair and proper conduct of this Promotion. We also reserve our legal rights to recover damages or other compensation from such an offender.

15. Prizes:

There is a total of 600 Family Days out to be won (2,400 tickets total divided into 600 bundles each consisting of 4 tickets). The number of prizes available per attraction varies. By selecting an attraction at entry, entrants will be entered into the draw for that specific attraction only.

Available prizes per attraction:

105 x Alton Towers Resort

105 x Chessington World of Adventures Resort

105 x Thorpe Park

65 x Warwick Castle

35 x Madame Tussauds London

25 x Shrek's Adventure! London

35 x The London Eye

35 x Cadbury World

25 x The Dungeons (London, York or Edinburgh. Valid for one location only)

65 x SEA LIFE (Birmingham, Blackpool, Brighton, Great Yarmouth, Hunstanton, Loch Lomond, London, Manchester, Scarborough or Weymouth. Valid for one location only)

At point of entry, the winner will select their preferred attraction. Entrants cannot change their chosen attraction after entry. If successful, winners will receive a voucher code for the attraction selected at entry. Email address required to receive prize.

Voucher code redeemable in Great Britain only. Valid from 1st January to 31st December 2026. The voucher must be redeemed, booked, and used during the 2026 season. Please note: Alton Towers Resort, Thorpe Park, and Chessington World of Adventures Resort open in March and close at the end of October.

Winners of Merlin Attraction tickets for SEA LIFE and Dungeons will be able to select their preferred location at the time of booking from the participating sites below.

Dungeons: Edinburgh, London, York

SEA LIFE Centres: Birmingham, Blackpool, Brighton, Great Yarmouth, Hunstanton, Loch Lomond, London, Manchester, Scarborough, Weymouth

Standard attraction terms and conditions apply – see here:

<https://www.chessington.com/legal/terms-conditions/>

<https://www.altontowers.com/terms-and-conditions/>

<https://www.warwick-castle.com/security-privacy/terms-conditions/>

<https://www.visitsealife.com/policies/terms-conditions/>

<https://www.thorpepark.com/terms-conditions/>

<https://www.madametussauds.com/london/policies/terms-conditions/>

<https://www.londoneye.com/security-privacy/terms-conditions/>

<https://www.thedungeons.com/terms-conditions/>

<https://www.shreksadventure.com/policies/terms-conditions/>

<https://www.cadburyworld.co.uk/policies/terms-conditions/>

Only one voucher code can be used per transaction. Voucher cannot be used in conjunction with any other offer, promotion, discount or other voucher. Date exclusions and daily caps apply.

Valid for use on a date of the winner's choosing, subject to availability at the time of booking.

Tickets are only valid for the attraction given and cannot be exchanged for another attraction.

Unique code is singular use. All tickets must be redeemed in a singular transaction.

Additional tickets can be purchased at full price upon booking. Prices are subject to change.

Tickets are attraction specific and are non-transferable and cannot be sold.

Prizes exclude any additional costs associated with the day of entry, including but not limited to, Fast Track or VIP experiences, food and drink, accommodation, travel, transport, fuel or car parking. Some attractions operate a chargeable car parking policy (including but not limited to: Chessington World of Adventures Resort, Thorpe Park, Alton Towers Resort and Warwick Castle).

For the purpose of admissions an adult is classified as 12 years of age and over at the Alton Towers Resort and Chessington World of Adventures Resort. An adult is classified as a person 15 years of age and over at SEA LIFE Aquariums and Centres (Manchester, Blackpool, Brighton, Great Yarmouth, Weymouth, Scarborough, Loch Lomond and

Hunstanton). An adult is classified as a person 16 years of age and over at The London Eye, Shrek's Adventure! London, Madame Tussauds London, SEA LIFE London Aquarium, The Dungeons (London, York and Edinburgh). Some attractions operate an individual ticket price which is the same for both adults and children for the purpose of admissions. This includes but is not limited to; Warwick Castle, Thorpe Park Resort and SEA LIFE Birmingham.

Admission will be free for guests under 90cm at Chessington World of Adventures Resort and Alton Towers Resort. Guests under 120cm will go free at Thorpe Park. Under 2s go free policy will also apply at UK Gateway attractions, which includes SEA LIFE, Warwick Castle, The London Eye, Cadbury World Madame Tussauds London and Shrek's Adventure! London; for full details please check the specific attraction website when booking.

Each of the attractions reserve the right, in their absolute discretion, to refuse entry and to close and/or alter all or any part of the facilities including closure of rides and/or attractions and removal of figures for technical, operational, health and safety or other reasons including overcapacity.

Features, rides, Attractions and/or creatures shown on the website or communications are not necessarily available at every Attraction. Please check ahead of your visit to avoid disappointment.

All attraction information is subject to change and entry into any participating Attraction is subject to the individual attraction's terms and conditions or entry. Please check the attraction website(s) above before your visit for the latest information.

Tickets must be pre-booked in advance of your visit, no later than 11.00pm (23:00 hours) on the day before your selected date.

Bookings are subject to availability at the time of booking.

Once booked, the tickets are non-transferable and are only valid for the date and time selected.

Size, height, weight, age restrictions and medical warnings apply to certain rides and attractions.

For the avoidance of doubt, the Prize does not include, unless otherwise stated, travel/transportation, food, beverages, souvenirs, gratuities, 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.

Tickets are valid for main season only and exclude events. Theme parks main season is March – September.

Tickets are valid for main season only and are not valid at secondary attractions or events including but not limited to: Zoo Days or Winters Tail Event at Chessington World of Adventures Resort, Extraordinary Golf, Treetop Quest, the Waterpark and the Scarefest Halloween Event Mazes at Alton Towers Resort, Fright Nights Mazes at Thorpe Park, The Castle Dungeon and Dragon Slayer at Warwick Castle, LATES at The Dungeons and SEA LIFE London Aquarium.

Merlin Entertainments may limit the number of offer tickets available per day, subject to a guaranteed minimum allocation for each day that an attraction is open. During busy periods, such as weekends and school holidays, a minimum of 30 tickets will be available per day per attraction. These allocations represent the minimum number of tickets available; however, Merlin Entertainments may, at its sole discretion, release additional tickets for specific attractions from time to time. If your preferred date is unavailable at the time of booking, you are encouraged to check back later, as availability may change.

The prize is subject to the attractions' annual opening calendars. All dates are subject to change. Please check all opening dates and times before your visit on the attraction's official websites.

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Any images shown of Madame Tussauds depict wax figures created and owned by Madame Tussauds.

16. Discount code:

All eligible entrants (form + receipt upload) will receive a 15% off discount code, sent to the email address used at the point of entry, within 28 working days of the closing date.

15% off Advance Online Priced tickets to participating attractions:

This offer entitles you to 15% off the Advance Online Priced Ticket to your choice of either Alton Towers Resort, Chessington World of Adventures, Thorpe Park, Warwick Castle, The London Eye, Shrek's Adventure! London, Madame Tussauds London, Cadbury World, The Dungeons (York, Edinburgh, London) or a SEA LIFE Aquariums/ Centres (Birmingham, Great Yarmouth, Loch Lomond, Blackpool, London, Brighton, Manchester, Scarborough, Hunstanton and Weymouth SEA LIFE Adventure Park).

One discount code can be used per customer per booking. Each discount code may be redeemed once against a maximum of 4 tickets in a single transaction. Customers must check seasonal opening times before booking or travelling, as some attractions may be closed or operate with reduced or different opening hours throughout the year.

The discount code will be in the form of a Unique Reference Number (URN). The URN and booking instructions will be emailed to the entrant via the email address supplied at point of entry on to use at a later date.

15% off discount codes are valid for use on visits occurring until 30th June 2026.

Entrants acknowledge that the 15% discount is subject to the participating attractions standard Terms and Conditions available at:

- www.altontowers.com
- www.THORPEPARK.com
- www.chessington.com
- www.visitsealife.com
- www.thedungeons.com
- www.madametussauds.com
- www.shreksadventure.com
- www.warwick-castle.com
- www.cadburyworld.co.uk
- www.londoneye.com

Discount codes are only valid for use on advance bookings made before 11.00 pm (23:00 Hours) the day before the date of visitation.

Merlin Entertainments may limit offer ticket allocations, subject to a minimum number allocated to every day each attraction is open. The minimum allocation of tickets during OFF PEAK, SUPER OFF PEAK, SUPER PEAK and PEAK dates (see table below for details of these allocations). As these are minimum allocations, Merlin Entertainments may (at its sole discretion) from time to time make additional tickets available for particular attractions, so you may wish to check back later if your preferred attraction and date combination are not available when you first attempt to book. [The definitions of OFF PEAK, SUPER OFF PEAK, PEAK and SUPER PEAK dates for each attraction vary and are set out on each attraction website.] Tickets available to be booked, subject to availability and to set allocations by Attraction per day. Please see Table below for more information and check online when booking.

Table A – Minimum Allocations by Attraction

Attraction	Minimum allocation
SUPER OFF PEAK	
All participating attractions	Unlimited availability
OFF PEAK	
All participating attractions	Unlimited availability
PEAK- Weekends, non-summer school Holidays	
Alton Towers Resort	110 tickets per day
Chessington World of Adventures Resort	110 tickets per day
Warwick Castle	70 tickets per day
SEA LIFE London	75 tickets per day, per site
SEA LIFE Rest of UK	35 tickets per day, per site
SUPER PEAK	
Alton Towers Resort	40 tickets per day
Chessington World of Adventures Resort	40 tickets per day
Warwick Castle	30 tickets per day
SEA LIFE London	75 tickets per day, per site
SEA LIFE Rest of UK	35 tickets per day, per site

The offer is subject to the attractions' annual opening calendars. All dates are subject to change. Please check all opening dates and times before your visit on the attraction's official websites.

Entrants may opt out of receiving the discount code by emailing Cadbury@tescoprizes.com before the end of the Promotional Period.

- 17.** The prize must be accepted as offered and redeemed by the named winners only. There is no cash or alternative prize, in whole or part (save where the Promoter in its sole discretion deems it reasonably necessary to provide an alternative prize). Prize(s) are non-transferable and non-refundable. Sale of the prizes for profit is prohibited and may constitute fraud. The prize cannot be combined with any other offer, promotion, voucher or discount.
- 18.** The Promoter reserves the right to provide alternative prizes of equal or greater value should circumstances outside our control make this necessary.
- 19.** The Supplier is responsible for sourcing and supplying the prizes for the Promotion.
- 20.** We reserve the right to verify winners and ask for proof of purchase, identity, age and address and to withdraw prize entitlement where there are reasonable grounds to believe there has been a breach of these Terms and Conditions.
- 21.** Prizes are subject to the terms and conditions of the prize suppliers.
- 22.** The winners will be solely responsible for paying any taxes in connection with the prizes and all other expenses not specifically detailed above.
- 23. Winner Selection:** The winners will be drawn using a random number generator within 28 working days of the closing date. There will be 10 draws in total (1 draw per Attraction).
- 24. Winner Notification:** Winners will be notified by text, from 60110, within 28 working days of the closing date. Winners must click on the link provided in the text message to claim the prize. It is the responsibility of the entrant to ensure that they respond to the winner notification. Winners who do not respond within the initial 7 days will be texted again with a link to the form and given a further 7 days to respond. If contact cannot be made, or the Prize is not claimed, within 14 days of the initial Prize notification date an alternative winner will be drawn. Promotion Entities cannot be held responsible for winners failing to supply accurate information which affects Prize acceptance or delivery of their Prize.

- 25. General:** The entry instructions form part of these Terms and Conditions. By entering, you agree to accept and be bound by these Terms and Conditions.
- 26.** The Promoter's decision is final and binding. No correspondence will be entered into.
- 27.** The Promoter reserves the right, at its sole discretion, to eliminate or disqualify any Entries or entrants that it regards as being in breach of these Terms and Conditions or the spirit of this Promotion. Those who try and circumvent the entry process and/or entry instructions by any method, will be disqualified and any prize award will be void.
- 28.** The Promoter reserves the right to disqualify any entries made using anonymous, disposable and or temporary email services such as, but not limited to, Apple, Guerilla Mail, Dispostable, and Mailinator as well as any programmatically generated or manually created email addresses on platforms including, but not limited to Outlook, Gmail, Yahoo Mail, or BT Internet domains, for the purpose of circumventing these Terms and Conditions. The Promoter reserves the right to determine, in its sole and absolute discretion if an entrant or a Winner has used any such service and disqualify them from the Promotion or withdraw prize entitlement.
- 29.** Entry into this Promotion is voluntary and at the entrant's sole decision and risk.
- 30.** Subject to clause 31 below, the Promotion Entities will not in any circumstances be responsible or liable to the winners or any third party, or accept any liability for:
- a. any disappointment, loss, damage, personal injury or death occurring as a result of entry to this Promotion; and/or
 - b. any loss, damage, personal injury or death occurring as a result of acceptance and/or use of the prize.
- 31.** Nothing in these Terms shall limit or exclude the Promotion Entities' liability for:
- a. death or personal injury caused by negligence; and/or
 - b. fraud or fraudulent misrepresentation; and/or
 - c. any liability which may not be legally limited under applicable law.
- 32.** The Promotion Entities accept no responsibility for system errors or other issues that may result in disruption to, lost, delayed or not received entries, receipt upload, winner notifications or prizes. The Promotion Entities will not be responsible for the non-inclusion of Entries as a result of technical failures or otherwise, including any such failure which is within

the control of the Promotion Entities.

33. The Promoter reserves the right to cancel, amend, withdraw, terminate or temporarily suspend this Promotion in the event of any unforeseen circumstances or technical reason outside its reasonable control, with no liability to any entrants or third parties but will use all reasonable endeavours to avoid consumer disappointment and in the event of an early cancellation or termination of this Promotion, the Promoter will select winners from all valid and eligible Entries received prior to any such early cancellation or termination. Such circumstances include, but are not limited to: industrial action, civil unrest, fire, flood, storms, earthquakes, acts of terrorism, acts of war, governmental action or any other event that is beyond the control of the Promoter.

34. The application and interpretation of these Terms and Conditions shall be governed by the law of England and the courts of England and Wales shall have exclusive jurisdiction in relation to any dispute concerning them.

35. The Administrator will be operating and administering this Promotion, including without limitation, collecting and confirming Entries; contacting winners and sending out prizes. The Administrator will share your personal information with the Promoter, the Supplier, prize suppliers, a third-party fulfilment service provider (as applicable) for the purposes of administering the prizes. The surname and county of the winners will be made available to anyone who requests them by emailing Cadbury@tescoprizes.com within 1 month of the closing date. Entrants may request their surname and county is not published in the event they win by emailing Cadbury@tescoprizes.com before the closing date. Your details will not be passed onto any third party for any other purpose without prior consent. This data will be kept secure and in accordance with the requirements of the Data Protection Act. Entrants' personal data will be used and held in accordance with the Promoter's Privacy Policy <https://www.tesco.com/help/privacy-and-cookies/privacy-centre/privacy-policy-information/privacy-policy/> and <https://eu.mondelezinternational.com/privacy-notice>