



## Doritos Australia "Make An Ad, Make A Fortune" Promotion

### Terms and Conditions

1. Information on how to enter, how to claim, how to vote, how to send information regarding this promotion onto a friend and details of prizes form part of these Terms and Conditions. Participation in this promotion constitutes acceptance of these Terms and Conditions.
2. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
3. To enter, entrants must log on to [www.doritos.com.au](http://www.doritos.com.au) during the Uploading Period and click on the "Enter Your Ad" link, review the Terms and Conditions, check the Terms and Conditions boxes, complete the required registration fields, including first name, last name, e-mail address, home address, contact number, date of birth and submit. When an entrant has successfully registered, they must follow the instructions to upload their final, edited ad ("**Submission**").
4. Only Australian residents who are 14 years of age or older who fulfil the entry requirements are permitted to enter a Submission. Directors, management, employees, officers and contractors (and their immediate families) of the Promoter or of the agencies or companies associated with this promotion are ineligible. "Immediate families" means spouse, ex-spouse, de-facto spouse, parent, step-parent, grandparent, step-grandparent, uncle, aunt, niece, nephew, natural or adopted child, and sibling or step-sibling (whether natural or adopted by a parent), whether or not they live in the same household as the director, manager, employee, officer or contractor.
5. Any persons under the age of 18 must obtain parent/guardian permission before entering this promotion.
6. Multiple Submissions permitted, subject to the following: (a) each Submission must be substantially unique; and (b) each Submission must be submitted separately and in accordance with entry requirements. Once a Submission has been uploaded, it cannot be further modified or edited, however, entrants may modify elements of their previous Submission(s) and re-submit them as a new Submission, provided the new Submission is materially and substantially different to the previous Submission(s), as determined by the Promoter in its sole discretion.

#### **Submission Criteria:**

7. Submissions will be accepted during the following timeframes (all times indicated are Sydney time) ("**Uploading Period**"):

<b>Phase</b>	<b>Submissions open</b>	<b>Submissions close</b>
1	9am on 24/05/10	8:59am on 07/06/10
2	9am on 07/06/10	8:59am on 14/06/10
3	9am on 14/06/10	8:59am on 21/06/10
4	9am on 21/06/10	8:59am on 28/06/10
5	9am on 28/06/10	8:59am on 05/07/10
6	9am on 05/07/10	8:59am on 12/07/10
7	9am on 12/07/10	8:59am on 19/07/10
8	9am on 19/07/10	5pm on 26/07/10

8. Submissions must comply with the following Terms and Conditions:
- a. The Submission can only be submitted by Australian residents aged 14 years old or over;
  - b. The Submission must be original and creative;
  - c. The Submission must incorporate the Doritos 2010 Australian 'Make An Ad, Make A Fortune' promotional pack. Entrants must show the actual promotional pack in their Submission or alternatively show an image of the promotional packaging (either an image from a photograph that the entrant has taken or the promotional pack image which is available for download on the promotional website);
  - d. The Submission must be exactly 29 seconds in length;
  - e. The final edited version of the Submission must be in one of the following formats: .mpg, .mp4, .mov, .flv, .avi or .wmv;
  - f. The maximum file size for video file is 100MB;
  - g. The Submission must be in English;
  - h. The Submission must comply with the Australian Code of Practice Guidelines for television commercials, which are available at [http://www.freetv.com.au/Content\\_Common/pg-Code-of-Practice.seo](http://www.freetv.com.au/Content_Common/pg-Code-of-Practice.seo);
  - i. Entrants must retain their original video, sounds and images used in the Submission as these materials will be required to broadcast the Major Prize Winner's Submission on television;
  - j. The Submission must be suitable for display and publication on national television. The Submission must not contain material that is unlawful or fraudulent, or that the Promoter may deem in breach of any intellectual property, privacy, publicity or other rights, or content that is defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, indecent, profane, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, not suitable for children aged under 15, or otherwise unsuitable for publication or display on television;
  - k. The Submission must not contain any outdated or international logos belonging to the Promoter. Use of such logos will warrant a Submission ineligible. The Promoter strongly recommends that entrants only use artwork available for download on the promotional website in creating their Submission.
  - l. The Submission must not contain or refer to any food or beverage products other than DORITOS® brand Corn Chips and Salsa and must not directly contain or reference any third party trademarks, names or logos (excluding any DORITOS® brand assets provided by the Promoter for use in connection with this promotion);
  - m. The Submission must not contain any copyrighted works (other than works owned by the entrant, or the DORITOS® brand assets provided by the Promoter). Any elements of an entrant's Submission, including without limitation, music, audio, speech/voiceovers, stills, images, video, supers, or any other materials used must be entirely original, created and/or performed by the entrant or a third party that has agreed to appear in the Submission or have their material featured in the Submission in accordance with these Terms and Conditions. The Promoter will provide entrants with music they can use in their Submission on the promotional website. This music cannot be altered;
  - n. The Submission must not contain viruses or cause injury or harm to any person or entity;
  - o. Entrants must comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others' computer or communication systems in creating their Submission;

- p. As a condition of entering this promotion, entrants warrant to the Promoter that:
- they own all rights to the Submission, including, without limitation, the ad or digital recording, and the performance contained in each Submission, with the exception of any DORITOS® brand assets provided by the Promoter;
  - they will only use the DORITOS® brand assets provided for the purpose of creating their Submission and that they will not otherwise make any unauthorised use of such assets for their own or any commercial purpose;
  - they are the individual pictured and heard in the Submission, or, alternatively, that they have obtained permission from each person who appears in the Submission and that each person that appears in the Submission is aware that the Submission is being entered into this promotion and may be shown on the Promoter's website, on YouTube and/or on television. A consent form is available for download from the promotional website for this purpose;
  - Submissions must only feature individuals aged 14 years or over. If the Submission does feature an individual between the ages of 14-17 years, the entrant must obtain permission from their parent or legal guardian to include them in the Submission. A consent form is available for download from the promotional website for this purpose;
  - their Submission has not been entered in previous competitions (excluding the "Doritos Australia You Make It We Play It 2009" Promotion) or won awards in the past and has not been published previously in any medium (with the exception of any DORITOS® brand assets provided by the Promoter); and
- q. When an entrant submits any materials in this promotion including but not limited to Submissions, comments, recordings and images ("Content"), the entrant, unless the Promoter advises otherwise, licenses and grants the Promoter, its affiliates and sub-licensees a non-exclusive, royalty-free, perpetual, worldwide, irrevocable, and sub-licensable right to use, reproduce, modify, adapt, publish and display such Content for any purpose in any media, without compensation, restriction on use, attribution or liability. Entrants agree not to assert any moral rights in relation to such use. Entrants warrant that they have the full authority to grant these rights. Entrants agree that they are fully responsible for the Content they submit. The Promoter shall not be liable in any way for such Content, to the full extent permitted by law. The Promoter may remove any Content without notice for any reason whatsoever. Without limiting any other Terms and Conditions contained herein, entrants agree to indemnify and hold the Promoter, its affiliates and sub-licensees, harmless from any and all claims, damages, expenses, costs (including reasonable legal fees) and liabilities (including settlements), brought or asserted by any third party against the Promoter, its affiliates or sub-licensees, due to or arising out of the Content submitted by an entrant or the Promoter's use thereof, or an entrant's conduct in connection with this promotion.

All Submissions will be reviewed by the Promoter before they are uploaded onto the promotional website for compliance with the above requirements. Entrants will receive an email within 72 hours of their Submission being uploaded to advise them whether or not the Submission has been accepted for display on the promotional website. Submissions that comply with the above criteria will be uploaded onto the promotional website on the Wednesday of the following week (excluding entries received between 24/05/10 and 31/05/10, which will be uploaded on 09/06/10). Entrants should be aware that in some cases, it could take up to 9 days for their entry to appear on the promotional website after the Submission has been reviewed by the Promoter.

9. Use of any material, including without limitation music, audio, speech/voiceovers, video, images, stills, visuals without the necessary approval may result in disqualification of an entrant's Submission, in Promoter's sole discretion.
10. Submissions will be reviewed before being made publicly available, however, such review does not relieve the entrant from responsibility and compliance with these Terms and Conditions. Submissions that do not comply with these Terms and Conditions or that otherwise contain prohibited, or inappropriate content, as determined by the Promoter, in its sole discretion, will be disqualified and will not be considered eligible. The Promoter makes the final determination as to which Submissions are eligible to take part in this promotion and no correspondence will be entered into. The Promoter has the right to automatically exclude Submissions that contain questionable material without further consideration at its sole discretion.
11. All entries submitted become the property of the Promoter. Entries and Submissions will not be returned to any entrant.
12. The person that uploads the Submission will be deemed the entrant (based on the name and date of birth provided on the entry form). In the event of a dispute regarding the identity of an entrant, the dispute will be resolved in favour of the individual whose name and date of birth was submitted with the entry. If any group of individuals elects to collaborate on a Submission, they are required to designate one (1) person as the agent of the group to enter the promotion, agree to these Terms and Conditions and accept the prize on behalf of the group. The Promoter shall not be liable for any disputes between collaborators arising under or related to this promotion.

**Judging:**

13. All valid Submissions will be displayed on the promotional website for public viewing and members of the public will be permitted to vote for their favourite Submission by following the prompts and providing the requested information from 9am (Sydney time) on 09/06/10 until 8:59am (Sydney time) on 04/08/10 ("**Initial Voting Period**"). During the Initial Voting Period, the Promoter will record the Submission that receives the most valid votes each week ("**Weekly Wildcard Submission**"). Votes will be accepted during the following timeframes (all times indicated are Sydney time):

<b>Week</b>	<b>Votes open</b>	<b>Votes close</b>
1	9am on 09/06/10	8:59am on 16/06/10
2	9am on 16/06/10	8:59am on 23/06/10
3	9am on 23/06/10	8:59am on 30/06/10
4	9am on 30/06/10	8:59am on 07/07/10
5	9am on 07/07/10	8:59am on 14/07/10
6	9am on 14/07/10	8:59am on 21/07/10
7	9am on 21/07/10	8:59am on 28/07/10
8	9am on 28/07/10	8:59am on 04/08/10

Votes will not rollover from week to week for the purpose of determining the Weekly Wildcard Submission. Voting will not be available outside the periods mentioned above. At the end of the Initial Voting Period, there will be eight (8) Weekly Wildcard Submissions selected. One (1) Weekly Wildcard Submission overall will have the opportunity to go through to the next judging stage. In the event of a tie for any of the Weekly Wildcard Submission places, the Promoter will determine the successful Weekly Wildcard Submission for the relevant week (from all tied entries) based on the judging criteria outlined below. Weekly Wildcard Submission votes are subject to the Voting Conditions outlined below. A Submission can only be selected as a Weekly Wildcard Submission once.

14. On/around 06/08/10, a panel of judges, as selected by the Promoter in its absolute discretion, will judge all entries received throughout the Uploading Period and select the best nine (9) valid Submissions based on the following criteria:
  - o Originality and creativity;

- Adherence to the Terms and Conditions; and
- Overall appeal and popularity.

The judges will also select one (1) Weekly Wildcard Submission (from the eight Weekly Wildcard Submissions selected by the public) based on the above judging criteria to make up the top ten (10) semi-finalist entries. The Weekly Wildcard Submission selected for the top ten (10) semi-finalist entries will not necessarily be the Weekly Wildcard Submission that receives the most votes from members of the public and will be determined by the judges based on the abovementioned criteria.

15. Once the top ten (10) semi-finalist entries are determined (on/around 10/08/10), a further judging panel, as nominated by the Promoter in its absolute discretion, will select three (3) finalist entries (from the top ten (10) semi-finalist entries) ("**Finalists**"). The judges may select additional reserve entries which they determine to be the next best, and record them in order, in the case of an invalid entry or ineligible entrant.
16. The three (3) Finalists' Submissions will then be displayed on the Promoter's website from on/around 23/08/10 and one (1) Major Prize Winner will then be determined via further public voting.

**Public Voting:**

17. The public will be able to vote for their favourite Submission from the three (3) Finalists from 23/08/10 until 5pm (Sydney time) on 06/09/10 ("**Finalist Voting Period**"). All Finalists will start with zero votes at the commencement of the Finalist Voting Period.
18. Individuals can vote in the Finalist Voting Period online at [www.doritos.com.au](http://www.doritos.com.au), by following the prompts to the promotional entry page, inputting the requested details, including their email address and details of their favourite Submission.
19. Finalist votes are subject to the Voting Conditions outlined below.

**Voting Conditions (applicable to all voting periods):**

20. Voting is only open to Australian residents.
21. The first time an individual submits a vote, he/she will receive an email from the Promoter, asking them to confirm their email address. The individual will then be required to click on the 'reply' link contained in the email to validate their email address and have their vote counted.
22. Limit five (5) votes permitted per person per day during the Initial Voting Period. Limit one (1) vote permitted per person per day during the Finalist Voting Period.
23. Votes that do not include a valid email address will be declared invalid and the vote will not be counted.
24. All valid votes received will be counted.
25. The Promoter reserves the right, at any time, to verify the validity of votes and voters (including a voter's identity, age and place of residence) and to disqualify any voter who submits a vote that is not in accordance with these Terms and Conditions or who tampers with the voting process. The Promoter reserves the right to suspend or cancel a vote at any time without prior notice. The use of any automated voting software or any other mechanical or electronic means that allows an individual to automatically vote or fabricate personal details repeatedly is prohibited and will render all votes submitted by that individual invalid.

**Refer-a-Friend:**

26. During the Uploading Period, individuals will also have the opportunity to send their friends and family information about this promotion and a clip of their favourite Submission by following the prompts on the promotional website to provide their friend or family member's name and email address.
27. Entrants should only nominate friends, family, colleagues and other individuals who they have a direct relationship with, and who consent to receiving these types of messages.

**The Major Prize Winner:**

28. The Major Prize Winner will be the entrant that receives the most valid votes in the Finalist Voting Period.

29. In the unlikely event of a tie for the Major Prize Winner, the tied Finalists will be re-judged by the Promoter based on the judging criteria outlined above.
30. The Major Prize Winner will be announced by October 2010.

**Prizes and Draw Details:**

31. All individuals who submit a valid vote during the Initial Voting Period will be entered into a Daily Voting Prize Draw. The Daily Voting Prize Draws will take place from 11/06/10 to 05/08/10 with all draws falling on a weekend or public holiday to take place on the next business day. Entries will not rollover into subsequent Daily Voting Prize Draws. All Daily Voting Prize Draws will take place at 12 noon at The Consortium Centre, 87 Egerton Street, Silverwater NSW 2128. Each Daily Voting Prize Draw winner will receive a Sony Bloggie Camera valued at \$271. There will be 56 daily voting prizes available in total. The Daily Voting Prize Draw winners will be published in The Australian on 09/07/10 (for winners drawn from 11/06/10 to 07/07/10), on 06/08/10 (for winners drawn from 08/07/10 to 04/08/10) and on 10/08/10 (for winner drawn on 05/08/10).
32. All individuals who validly refer-a-friend during the Initial Voting Period will be entered into a Daily Refer-a-Friend Prize Draw. The Daily Refer-a-Friend Prize Draws will take place from 11/06/10 to 05/08/10 with all draws falling on a weekend or public holiday to take place on the next business day. Entries will not rollover into subsequent Daily Refer-a-Friend Prize Draws. All Daily Refer-a-Friend Prize Draws will take place at 12 noon at The Consortium Centre, 87 Egerton Street, Silverwater NSW 2128. Each Daily Refer-a-Friend Prize Draw winner will receive a box of the Promoter's product valued at \$54. There will be 56 daily refer-a-friend prizes available in total. Only individuals who have referred a friend via the promotional website will be eligible to enter a Daily Refer-a-Friend Prize Draw. Individuals who refer a friend in any other way will not be entered into a Daily Refer-a-Friend Prize Draw.
33. The seven (7) Submissions selected by the judges that do not make it as a Finalist will receive \$2,000 cash to put towards attending a film production course ("**Runner Up Submission Prize**"). The \$2,000 can be used to cover the course itself or a number of other costs associated with attending the course, including but not limited to the cost of transport, accommodation, etc. Any costs in excess of the \$2,000 associated with attending the course are the responsibility of the entrant and will not be paid by the Promoter.
34. All individuals that submit a vote during the Finalist Voting Period will be entered into a Daily Finalist Voting Prize Draw. The Daily Finalist Voting Prize Draws will take place from 25/08/10 until 08/09/10 with all draws falling on a weekend or public holiday to take place on the next business day. Entries will not rollover into subsequent Daily Finalist Voting Prize Draws. All Daily Finalist Voting Prize Draws will take place at 12 noon at The Consortium Centre, 87 Egerton Street, Silverwater NSW 2128. Each Daily Finalist Voting Prize Draw winner will receive a Sony Bloggie Camera valued at \$271. There will be 15 daily finalist voting prizes available in total. The Daily Finalist Voting Prize Draw winners will be published in The Australian on 10/09/10.
35. All individuals who validly refer-a-friend during the Finalist Voting Period will be entered into a Daily Finalist Refer-A-Friend Prize Draw. The Daily Finalist Refer-A-Friend Prize Draws will take place from 25/08/10 until 08/09/10 with all draws falling on a weekend or public holiday to take place on the next business day. Entries will not rollover into subsequent Daily Finalist Refer-A-Friend Prize Draws. All Daily Finalist Refer-A-Friend Prize Draws will take place at 12 noon at The Consortium Centre, 87 Egerton Street, Silverwater NSW 2128. Each Daily Finalist Refer-A-Friend Prize Draw winner will receive a box of the Promoter's product valued at \$54. There will be 15 Daily Finalist Refer-A-Friend prize available in total.
36. The two (2) Finalists that are not selected as the Major Prize Winner will receive a Sony editing package, which includes a Sony Semi-Pro Camcorder valued at \$5,799, a Sony VAIO VGNAW47GHQ Video Editing Notebook (with basic video editing software) valued at \$4,499 and Adobe Premiere (advanced video editing

software) valued at \$1,415 ("**Runner Up Finalist Prize**"). The total value of each Runner Up Finalist prize is \$11,713.

37. The Major Prize Winner will receive \$25,000 cash, plus \$1 for each valid vote they received in the Finalist Voting Period (as determined by the Promoter in its absolute discretion) up to a maximum of \$25,000. In the event that the Major Prize Winner receives 25,000 or more votes in the Finalist Voting Period, they will receive the maximum total amount of \$50,000 as the Major Prize. The Major Prize Winner's Submission will also be aired on commercial television at a date and time determined by the Promoter in its absolute discretion.
38. There will be no prizes awarded for individuals whose Submission is selected as a Weekly Wildcard Submission.
39. All cash prizes will be awarded in the form of a cheque.
40. Prizes are not transferable or exchangeable and cannot be taken as cash (unless otherwise indicated).
41. If any prize (or part of any prize) is unavailable, the Promoter, in its discretion, reserves the right to substitute the prize (or that part of the prize) with a prize to the equal value and/or specification, subject to any written directions from a regulatory authority.
42. The total prize pool for this promotion is up to \$110,501 AUD. The total prize pool for prizes awarded in the prize draws is \$23,075 AUD. The total prize pool for prizes awarded based on skill is up to \$87,426 AUD.

**Unclaimed Prizes:**

43. If a Runner Up Submission prize, a Runner Up Finalist Prize or the Major Prize is unclaimed, the prize will not be awarded to another entrant. The Promoter will make every effort to notify the relevant prize winner, however, in the event that the Promoter is not able to notify the relevant prize winner for three months after the relevant prize winner has been announced, the prize will be forfeited. In the event that the Promoter is unable to notify the Major Prize Winner, the winning Submission will still be shown on national television, but the prize money will be forfeited if not claimed within three months of the Major Prize Winner being announced.
44. In the event that a Daily Voting Prize, a Daily Refer-a-Friend Prize, a Daily Finalist Voting Prize or a Daily Finalist Refer-a-Friend Prize is not claimed, an unclaimed prize draw will take place at the same time and place as the original draws on 08/12/10. All winners (for prizes over \$250) will be published in The Australian on 15/12/10.

**General:**

45. Entrants agree that the Promoter has the sole right to decide all matters and disputes arising from this promotion and that all decisions of the Promoter are final and binding.
46. Incomplete, indecipherable, or illegible entries submitted for any element of this promotion will be deemed invalid.
47. The Promoter reserves the right, at any time, to verify the validity of all entries and entrants (including an entrant's identity, age and place of residence), regardless of the section of this promotion an individual has entered and to disqualify any entrant who submits an entry into any element of this promotion that is not in accordance with these Terms and Conditions or who tampers with the entry process. Errors and omissions will be accepted at the Promoter's discretion.
48. All prize winners will be notified in writing.
49. Notification of the Finalists status must be kept confidential until the Finalists are publicly revealed by the Promoter or the Finalist prize will not be eligible to win the Major Prize.
50. At the Promoter's request, all entrants and prize winners must participate in all promotional activity (such as publicity and photography) surrounding the winning of the prize, free of charge, and they consent to the Promoter using their name, likeness, image and/or voice (including photograph, film and/or recording of the same) in promotional material or in any media for an unlimited period without

remuneration for the purpose of promoting this promotion (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.

51. Entrants acknowledge that the Promoter may, in its absolute discretion, post Submissions on YouTube. Entrants should ensure that their Submission complies with the YouTube Terms of Use, available at <http://www.youtube.com/t/terms> and the YouTube Community Guidelines, available at [http://www.youtube.com/community\\_guidelines](http://www.youtube.com/community_guidelines) to ensure that the Promoter is able to post their Submission on YouTube.
52. Participants must comply with all requirements of the Promoter including requirements specified in these Terms and Conditions. The Promoter may, at its absolute discretion, declare any or all entries made by an entrant invalid if the entrant:
  - a. fails to establish their entitlement to enter the promotion to the Promoter's satisfaction;
  - b. tampers with or benefits from any tampering with the entry process or the operation of the promotion;
  - c. submits an entry which in the Promoter's opinion is not in accordance with these Terms and Conditions;
  - d. acts in a disruptive manner or acts with the intent to annoy, abuse, threaten or harass any other person; or
  - e. in the opinion of Promoter, engages in conduct in entering or participating in this promotion which is fraudulent, misleading, deceptive or generally damaging to the goodwill or reputation of the promotion, the Promoter or any of the PepsiCo brands or that brings the promotion, the Promoter or any of the PepsiCo brands to public disrepute, contempt, scandal or ridicule.
53. The Promoter's decision in relation to all aspects of this promotion, including but not limited to Submissions, votes, entries obtained via the refer-a-friend mechanic and prize winners is final and no correspondence will be entered into.
54. 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, bugs, tampering, unauthorised intervention, fraud, technical failures or any 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, terminate, modify or suspend the promotion, subject to the written directions of a regulatory authority or invalidate any affected entries or votes.
55. Except for any liability that cannot be excluded by law, the Promoter (including its officers, employees and agents) excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorised access or third party interference; (c) any entry, vote or prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in prize value to that stated in these Terms and Conditions; (e) any tax liability incurred by a winner or entrant; or (g) use of a prize.
56. As a condition of accepting the prize, winners may be required to sign any legal documentation as and in the form required by the Promoter and/or prize suppliers in their absolute discretion, including but not limited to a legal release and indemnity form.
57. Any cost associated with accessing the promotional website is the entrant's responsibility and is dependent on the Internet service provider used.

58. If a prize winner is under the age of 18 years, the prize may be awarded to their nominated parent or guardian.
59. The Promoter accepts no responsibility for any tax implications that may arise from the prize winnings. Independent financial advice should be sought.
60. The information entrants provide will be used by the Promoter for the purpose of conducting this promotion. The Promoter may disclose entrants' personal information to third parties, to its contractors and agents to assist in conducting this promotion or communicating with entrants and to Australian regulatory authorities. Entry is conditional on providing this information. The Promoter may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing, publicity, research and profiling purposes, including sending electronic messages or telephoning the entrant. Entrants should direct any request to access, update or correct information to the Promoter. The Promoter is bound by the National Privacy Principles in the Privacy Act 1988. Entrants can request access to the personal information the Promoter holds about them by contacting the Smith's Consumer Contact Centre on 1800 025 789. The Promoter's privacy policy is available on the Promoter's website [www.smiths.com.au](http://www.smiths.com.au).
61. The Promoter is The Smith's Snackfood Company Limited, (ABN 31 057 976 940) Level 8, Tower A, 799 Pacific Highway Chatswood NSW 2067, Telephone Number 1800 025 789.

NSW Permit No. LTPS/10/.... VIC Permit No. 10/.... ACT Permit No. TP10/.... SA Permit No. T10/....