

TERMS & CONDITIONS

These Terms & Conditions (“T&Cs”) govern participation in the “Taste the World” Campaign (“Campaign”), organized by McCain Foods India Pvt. Ltd. (“McCain”) and conducted and administered by LC Consulting Private Limited (“LC Consulting”). Collectively referred to as “Organisers”.

By accessing the Campaign microsite and participating, you (“Participant”) agree to be bound by these T&Cs and LC Consulting’s applicable privacy terms, which govern the collection and processing of Participant personal data for the Campaign.

1. ELIGIBILITY

The Campaign is open to residents of India who are eighteen (18) years of age or older at the time of participation. In accordance with applicable state laws, individuals residing in the State of Tamil Nadu are not eligible to participate in or win any prize under this Campaign.

Employees, directors, agents, distributors, retailers, affiliates, and advertising agencies of LC Consulting, along with their immediate family members, are not eligible to participate. McCain reserves the right to verify eligibility at any stage and to disqualify any Participant who does not meet the eligibility criteria.

2. CAMPAIGN PERIOD

The Campaign shall commence on 1st March 2026 and conclude on 15th May 2026 (the “Campaign Period”). Entries received outside the Campaign Period shall be deemed invalid. The Organisers reserve the right, at its sole discretion, to extend, modify, suspend, or terminate the Campaign or amend the Campaign Period without prior notice.

3. HOW TO PARTICIPATE

To participate, individuals must visit the official Campaign microsite at tastetheworld.mccainindia.com provide the required personal details, accept these T&Cs and LC Consulting’s applicable privacy terms, use the AI-based tool to generate a Reel, and submit their entry in accordance with the instructions provided on the microsite.

Participation requires internet connectivity and access to a compatible device. Standard data charges may apply as per the Participant’s telecom or internet service provider. Unless otherwise specified, participation may be limited to one entry per mobile number, email ID, or household.

4. AI-BASED CONTENT

The Campaign uses artificial intelligence technology to generate audio-visual content based on inputs provided by Participants. Such AI-generated outputs are illustrative and synthetic in nature and are generated based solely on the inputs provided by the Participant.

By submitting content, Participants represent and warrant that their inputs, uploads, prompts, images, voice samples, and other materials:

- are original or lawfully authorized for use;
- do not infringe any third-party rights, including intellectual property or personality rights; and
- do not violate any applicable law or regulation.

McCain reserves the right to review, reject, or remove any content that it deems inappropriate, unlawful, or in violation of these T&Cs.

5. WINNER SELECTION AND PRIZE

Winners shall be selected based on such other criteria as may be determined solely by McCain. The decision in relation to winner selection and all matters connected with the Campaign shall be final and binding.

The Campaign prize shall consist of vouchers valued at INR 1,00,000 (Indian Rupees One Lakh only) each, to be awarded to four (4) winners.

The prize is non-transferable, non-exchangeable, and cannot be redeemed for cash or substituted at the request of the winner. Any applicable taxes, including tax deducted at source (TDS), shall be borne by the winner in accordance with applicable law. McCain reserves the right to substitute the prize with another prize of equivalent value if circumstances so require.

- In the event, the Winner is not reachable after three (3) attempts have been made at different time intervals, his/her claim to the Prize would be considered as forfeited and Organisers shall be free to choose an alternate winner. Organisers may select an alternate winner. Organiser's decision on the selection of an alternate winner or forfeiture of the reward shall be deemed final and binding.
- Maximum of 3 round of calls at different intervals will be made to those shortlisted winners who are yet to share their KYC details as per process.
- The prizes will be awarded to the winner(s) after due verification. Winners may be required to submit details and documents including valid ID proof, residence proof, PAN, Aadhar, and any other documents as specified by the Organisers. McCain reserves the right to waive or relax any documentation requirements at its discretion. If a selected winner cannot submit the details by the date shared at the time of

validation which is communicated via call/SMS/mail all or any, that winner will be disqualified, and the next eligible participant may be chosen.

- Organisers will make best efforts to contact the selected (winners). McCain shall not be liable for any non-receipt of communication due to network failures or other technical issues.
- Organisers shall not be responsible for (including but not limited to):
 - For any SPAM generated messages
 - For the Operator Code not being displayed on the user's mobile phones
 - For any SMS/Email message delivery failures
 - Any lost, late or misdirected computer transmission or network, electronic failures or any kind of failure to receive entries owing to transmission failures or due to any technical reason
 - If the Participant has registered himself to the DND of the telecom provider/ the Participant has registered with National Do Not Call Registry/ Participant has specifically requested for not receiving messages for the specific campaign
 - Other conditions beyond its reasonable control

6. WINNER VERIFICATION

Selected winners will be contacted using the details provided at the time of registration. As part of the verification process, winners may be required to submit documents including:

- government-issued identification (such as PAN, Passport, or other valid ID);
- proof of address; and
- any additional documentation reasonably required for compliance or prize fulfilment.

Failure to provide the requested documents within the stipulated timeline may result in forfeiture of the prize.

7. DATA PROTECTION

All personal data shall be collected, stored, used, shared, and otherwise processed strictly in accordance with the terms and conditions and privacy policy of LC Consulting.

By participating in the Campaign, the Participant expressly consents to the collection, storage, processing, analysis, and retention of their personal data for purposes including Campaign administration, prize fulfilment, AI-based content generation, analytics, audit, compliance, and marketing communications or targeted advertising, where separately consented. Such consents shall apply irrespective of the entity collecting or processing the data in connection with the Campaign.

Personal data may be shared with authorised service providers, cloud vendors, advertising platforms, travel partners, and other third-parties for any purpose, including but not limited to Campaign execution, marketing, analytics, research, product development, and other business purposes. Such data may be transferred outside India in accordance with applicable laws.

AI-generated reel or creative output and related personal data shall be processed further in accordance with The McCain Privacy Policy accessible at <https://www.mccain.com/privacy/>.

Participants acknowledge that AI inputs and outputs may be logged and analysed for service improvement and internal business analytics. Participants may withdraw consent in accordance with LC Consulting's privacy terms; however, such withdrawal may affect eligibility or continued participation in the Campaign.

8. PUBLICITY RIGHTS

By participating in the Campaign, Participants grant the right to use, reproduce, publish, modify, adapt, display, distribute, and communicate their submitted content and AI-generated reels, along with their name, likeness, city, and voice, for promotional and marketing purposes across digital, print, social media, and other advertising platforms. No additional compensation shall be payable for such use.

9. INTELLECTUAL PROPERTY

All rights, title, and interest in the Campaign, including the microsite, AI tools, creative materials, and related intellectual property, shall remain exclusively with LC Consulting or its licensors. To the extent permissible under law, Participants assign to LC Consulting all rights in submitted content and grant a perpetual, royalty-free licence for its lawful use.

10. LIMITATION OF LIABILITY

To the maximum extent permitted by law, the Organisers shall not be liable for technical failures, network disruptions, lost or delayed submissions, visa rejections, travel disruptions, force majeure events, or any circumstances beyond their control.

11. INDEMNITY

The Participant agrees to indemnify, defend, and hold harmless the Organisers their directors, officers, employees, agents, contractors, and affiliates from and against any and all claims, actions, demands, losses, damages, liabilities, costs, and expenses (including reasonable legal fees) arising out of or in connection with:

- the Participant's breach of these T&Cs or applicable law;
- any content, inputs, uploads, prompts, images, voice samples, or materials submitted by the Participant;

- infringement or alleged infringement of any third-party rights, including intellectual property, privacy, or publicity rights; or
- misuse of the Campaign, microsite, or AI-based tools.

This indemnity obligation shall survive the conclusion or termination of the Campaign and the Participant's participation therein.

12. FORCE MAJEURE

Organisers shall not be liable for failure or delay in performance due to events beyond its reasonable control, including natural disasters, governmental restrictions, riots, strikes, pandemics, regulatory prohibitions, or system failures.

13. GOVERNING LAW AND JURISDICTION

These T&Cs shall be governed by the laws of India. Courts at New Delhi shall have exclusive jurisdiction over disputes arising out of or in connection with the Campaign.

14. CUSTOMER SUPPORT AND DISPUTE HANDLING

Entry processing, winner selection, prize allocation shall be at the sole discretion of McCain, Participants shall direct any contest related queries at customerserviceindia@mccain.com.

All other aspects of the Campaign like microsite management, personalized video delivery, and customer personal data collection and processing is managed by LC Consulting. Participants shall direct any data privacy or video related requests, complaints, or concerns to product@loopclosers.ai.

All decisions relating to eligibility, interpretation of these T&Cs, winner selection, and prize allocation shall be taken solely by the Organisers and shall be final and binding.