

**RULES OF THE CONTEST**  
**TIME TO PLAY FINGER FOOD - 2026**

**Article 1 – Organisation of the contest**

**AJINOMOTO FOODS EUROPE**, a Simplified Joint-stock Company with capital of **€35,000,000**, registered in the **Trade & Companies Register of Paris under number 572 233 955**, whose registered office is located at **32 rue Guersant, 75017 Paris (France)**, hereinafter referred to as the “**Organiser**”, is organising a free contest with no obligation to purchase entitled “**Time To Play Finger Food**” (hereinafter the “**Contest**”).

The contest is being offered in **partner restaurants** in the United Kingdom between **1 February 2026 and 31 July 2026**, while stocks last.

The **technical and operational management** of the Contest (development and hosting of the Contest platform, instant draws, data processing, technical support) is handled by:

**LOYALTY COMPANY** (trade name **KISS THE BRIDE**), a Simplified Joint-stock Company registered in the **Trade & Companies Register of Lyon under number 451 292 445**, whose registered office is located at **100 allée des Frênes – Parc d’Affaires du Puy d’Or, 69760 Limonest (France)**, acting on behalf of the Organiser.

Loyalty Company – Kiss the Bride acts **as an authorised service provider and data processor**, pursuant to the applicable data protection regulations, on behalf of Ajinomoto Foods Europe. It is **not the organiser** of the Contest and cannot be held liable for its organisation or the awarding of prizes.

Entry to the Contest is via the official online platform accessible at: [www.timetoplay-fingerfood.eu](http://www.timetoplay-fingerfood.eu).

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**Article 2 – Terms and conditions of entry**

Any natural person of legal age residing in the United Kingdom may enter the Contest, with no obligation to purchase, at a participating restaurant.

The following individuals **may not enter the Contest**:

- Employees of **Ajinomoto Foods Europe**, service providers involved in the operation, and their family members.
- Those entering using temporary or throwaway email addresses (e.g. yopmail.com, mailinator.com, etc.), if the winner cannot be contacted via such addresses.

**Only one entry** per email address is permitted for the entire duration of the Contest. Entries may **only be made via the form accessed using the QR code** or directly on the platform at [www.timetoplay-fingerfood.eu](http://www.timetoplay-fingerfood.eu).

By entering, entrants **accept these rules in full and unconditionally**.

The Organiser reserves the right to **refuse or cancel any entry** that does not comply with these rules, or any fraudulent entries.

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### Article 3 – How to enter

To enter, the entrant must:

1. Scan the **QR code** on the promotional material (sign board) to access the **Contest Platform**;

*Please note that the “Order an eligible dish” entry written on this physical tabletent does not stand as a mandatory to play but rather an invitation to have a taste at the fingerfood novelties.*

2. Fill in the **entry form** stating:
  - the name of the restaurant;
  - the town in which the restaurant is located;
  - the country in which the restaurant is located;
  - his/her email address;
  - acceptance of these rules;
3. Play the **“Wheel of fortune – Time to Play” Contest** online.

The entry is recorded by clicking to activate the wheel.

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### Article 4 – How the contest works and how winners are selected

The Contest is an **instant win** contest: the result (win or lose) is determined randomly by an algorithm built into the platform.

Each restaurant has the following **pre-allocated prizes**:

- **1 super prize:** 1 apron + 1 pair of chopsticks + 1 sheet of stickers
- **99 standard prizes:** 1 pair of chopsticks + 1 sheet of stickers

**I.e. 100 prizes in total per restaurant.**

When an entrant wins, a message is displayed immediately on the screen. All the entrant needs to do is show the **results screen (smartphone, tablet, etc.)** to the restaurant staff to get the prize **immediately** at the counter, **while stocks last**.

For each restaurant, the Contest ends **when there are no prizes left**.

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### Article 5 – Prizes

The prizes offered **cannot be exchanged, reimbursed, exchanged for cash, or transferred** to a third party.

Indicative unit value:

- Apron: €6.62 inclusive of VAT

- Pairs of chopsticks and sheets of stickers: symbolic value (less than €1)

The prize images are non-contractual.

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## Article 6 – Liability

The Contest is organised under the sole responsibility of **Ajinomoto Foods Europe**.

**Participating restaurants** are only responsible for **providing communication and handing out prizes**. They are not responsible for organisation, selecting winners or data processing data.

Ajinomoto Foods Europe cannot be held liable:

- for any malfunction of the Internet network, the Contest platform or the QR code;
- for any interruption to the Contest due to force majeure;
- for any errors in the entrant's address or contact details.

No claims may be made against the restaurant.

Any questions or complaints must be submitted to Ajinomoto via this dedicated email address:

[contact@pro.ajinomoto.eu](mailto:contact@pro.ajinomoto.eu)

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## Article 7 – Filing and consulting the rules

These rules are available free of charge on the Contest platform ([www.timetoplay-fingerfood.eu](http://www.timetoplay-fingerfood.eu)).

Given the low value of the prizes on offer, **there is no requirement to file the rules with a Judicial Officer**.

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## Article 8 – Personal data

The data collected (email address, restaurant) is processed in accordance with the following **Privacy Policy**.

The data is used solely for:

- the **technical management of the Contest** (entry, instant draw, verification of prizes);
- **awarding prizes** to the winners;
- and **generating anonymous statistics** for internal analysis purposes (for example, measuring the number of entries per restaurant).

These statistics do not enable **any identification of individual entrants**.

No data is used for commercial or advertising purposes.

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## Article 9 – Acceptance and disputes

By entering the Contest, entrants accept these rules in full and unconditionally.

The rules are governed by **French law**.

Any dispute relating to the interpretation or application of these rules that cannot be settled amicably, will be subject to the competent courts within the jurisdiction of the registered office of the Organiser.

## PRIVACY POLICY

### ***TIME TO PLAY FINGER FOOD CONTEST - 2026***

#### **1. Data Controller**

The Data Controller for the Contest is:

**Ajinomoto Foods Europe**, a Simplified Joint-stock Company with capital of €35,000,000, 32 rue Guersant, 75017 Paris, France.

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#### **2. Data collected**

The following data is collected via the entry form:

- Email address of the entrant
- Restaurant in which he/she enters the Contest

No other data, in particular **sensitive** or **geolocation** data is collected.

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#### **3. Purposes of the data processing**

The data is collected solely for the purposes of:

- Entering the Contest;
- Determining the winners and **managing and distributing the prizes**;
- Responding to any complaints.

**Anonymous statistics:** The data collected may also be used for **internal analysis purposes**, to generate anonymous statistics (e.g. product popularity, number of entries per restaurant). These statistics **do not enable any entrant to be identified** and are not used for commercial or promotional purposes.

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#### **4. Legal basis for data processing**

The legal basis for data processing is the execution of a **contract** (entering the Contest and awarding prizes) and the legal obligations resulting therefrom.

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#### **5. Data recipients**

The data can only be accessed by:

- **Ajinomoto Foods Europe**, as the Organiser of the Contest;
- **Loyalty Company – Kiss the Bride**, authorised agency for the technical management of the platform, acting **as a data processor** pursuant to the GDPR.

No data is transferred to third parties or outside the European Union.

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## 6. Retention period

The data is retained for **3 months after the end of the Contest**, then permanently deleted.

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## 7. Rights of entrants

In accordance with Regulation (EU) 2016/679 (GDPR) and the French Data Protection Act, each entrant has the following rights:

- Right to access and rectify his/her data;
- Right to erase his/her data;
- Right to limit the processing of his/her data;
- Right to object to the processing of his/her data.

These rights may be exercised by writing to:

**Ajinomoto Foods Europe – Marketing Department**

32 rue Guersant, 75017 Paris, France

or by email: [GDPR\\_contact@afe-emea.eu](mailto:GDPR_contact@afe-emea.eu)

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## 8. Data security

Ajinomoto Foods Europe and its subcontractor **Kiss the Bride** implement the technical and organisational measures required to ensure the **confidentiality, integrity and security** of the data collected.

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## 9. CNIL contact

In the event of any unresolved difficulties, entrants have the right to lodge a complaint with the French Data Protection Authority, CNIL ([www.cnil.fr](http://www.cnil.fr)).

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## 10. Updates to the policy

Ajinomoto Foods Europe reserves the right to **amend this Privacy Policy** at any time.

The applicable version is the one available on the **Contest platform** at [www.timetoplay-fingerfood.eu](http://www.timetoplay-fingerfood.eu) when entering the Contest.