

Lays® FIFA World Cup 26™ Fan Flyaway Sweepstakes Official Rules

THIS SWEEPSTAKES IS INTENDED FOR PARTICIPATION IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE 48 CONTIGUOUS UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF PARTICIPATION.

Important: Please read these Official Rules before participating. By participating in this Sweepstakes, the Entrant agrees to be bound by these Official Rules and represents that the Entrant satisfies all the eligibility requirements below.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. INTERNET ACCESS REQUIRED FOR CERTAIN METHODS OF ENTRY.

1. SWEEPSTAKES DESCRIPTION: The "Lays® FIFA World Cup 26™ Fan Flyaway Sweepstakes" (the "**Sweepstakes**") begins on Wednesday, March 4, 2026, at 12:00:01 am Eastern Time ("**ET**") and ends on Tuesday, April 28, 2026, at 11:59:59 pm ET ("**Sweepstakes Period**"). The sponsor of this Sweepstakes is Frito-Lay, Inc., 7701 Legacy Drive, Plano, TX 75024 ("**Sponsor**"). The administrator of this Sweepstakes is Creative Zing Promotion Group, 2100 E Robinson Street, Orlando, FL 32803 ("**Administrator**"). The Sponsor and Administrator are referred to herein as the "**Sweepstakes Entities**".

2. ELIGIBILITY: Sweepstakes is open only to legal U.S. residents physically residing in the forty-eight (48) contiguous United States or the District of Columbia who are at least eighteen (18) years of age and the age of majority in their state of primary residence (19+ residing in Alabama & Nebraska) and who meet all other requirements in these Official Rules (each an "**Entrant**"). The Entrant must be a registered user of 7REWARDS or Speedy Rewards through either the 7-Eleven App, 7NOW App, Speedway App, or in connection with a 7REWARDS or Speedy Rewards card, as further defined and described in [Section 3](#) below. Employees of Sweepstakes Entities, Fédération Internationale de Football Association ("**FIFA**"), 7-Eleven, Inc. ("**7-Eleven**"), Speedway LLC, ("**Speedway**") and each of their respective subsidiaries, corporate employees, contractors, store employees, franchisees or franchise employees, parent companies, divisions, advertising or promotion agencies, affiliates and assigns together with the Immediate Family Members and Household Members of such people, are not eligible to win a prize in the Sweepstakes. For purposes of the Sweepstakes, "**Household Members**" means those people who share the same residence at least three (3) months a year, whether or not related; "**Immediate Family Members**" means parents, stepparents, legal guardians, children, stepchildren, siblings, step-siblings, or spouses, regardless of where they live. Sweepstakes is void in Alaska, Hawaii, and where restricted or prohibited by law.

3. HOW TO PARTICIPATE: There are five (5) ways to enter the Sweepstakes (each an "**Entry Method**" and collectively "**Entry Methods**"), as described below. For purposes of these Official Rules, a "**Day**" means any twenty-four (24) hour period during the Sweepstakes Period beginning at 12:00:01 am local time ("**LT**") and ending at 11:59:59 pm LT, except on March 4, 2026, when the Day starts at 12:00:01 am ET, and on April 28, 2026, when the Day ends at 11:59:59 pm ET (regardless of Entrant's local time).

The 7-Eleven, Inc. App (the "**7-Eleven App**"), the 7NOW App (the "**7NOW App**"), or the Speedway LLC App (the "**Speedway App**") are required for certain methods of entry as detailed below. The 7-Eleven App, 7NOW App, and Speedway App can be obtained for free by visiting Google Play or the Apple App Store and downloading the App to a compatible web-enabled iOS or Android mobile device, then following the in-app instructions to complete an account profile. Registered 7-Eleven App, 7NOW App, and Speedway App users are automatically enrolled in 7REWARDS or Speedy Rewards. Data rates may apply. Participation in 7REWARDS and use of the 7-Eleven App and 7NOW App are subject to the Sponsor's Terms, available at <https://www.7-eleven.com/terms> and Privacy Notice, linked in [Section 12](#) below. Participation in Speedy Rewards and use of the Speedway App are subject to Speedway's Terms, available at <https://www.speedway.com/about/terms-and-conditions>, and the Speedway Privacy Notice, linked in [Section 12](#) below. **Individuals can opt out at any time; however, if an Entrant has OPTED OUT of email communications from 7-Eleven (if participating via 7REWARDS) or Speedway (if participating via Speedy Rewards) before the drawing date, such an individual will be excluded from notification as a potential winner (as defined in [Section 5](#)).** Entrants can review their communication settings in the 7-Eleven

App, 7NOW App, or Speedway App by clicking on the account icon in the upper right-hand corner, then navigating to *Preferences*, then *Notification*, or by logging in at www.7-eleven.com or www.speedway.com and clicking on Account details.

Entry Methods 1-4 below are available during the Sweepstakes Period at 7-Eleven, Stripes, and Speedway store locations, as well as 7NOW delivery locations. Entry Method 5 is available free of charge throughout the Sweepstakes Period, as further described below.

THERE IS A LIMIT OF FOUR (4) ENTRIES PER PERSON PER DAY THROUGH ENTRY METHODS 1-5, REGARDLESS OF THE ENTRY METHOD.

1.) 7-Eleven App Entry: The 7-Eleven App is required for this method of entry. Eligible Entrants must present and have their 7-Eleven App scanned during traditional, e-wallet, or mobile checkout when purchasing one (1) or more Lay's® products to automatically receive one (1) entry into the Sweepstakes for each Lay's product purchased, up to a maximum of four (4) entries per Day.

2.) 7NOW App Entry: The 7NOW App is required for this method of entry. Eligible Entrants must use the 7NOW App to complete an order of one (1) or more Lay's products to automatically receive one (1) entry into the Sweepstakes for each Lay's product purchased, up to a maximum of four (4) entries per Day.

3.) Speedway App Entry: The Speedway App is required for this method of entry. Eligible Entrants must present and have their Speedway App scanned during traditional, e-wallet, or mobile checkout when purchasing one (1) or more Lay's® products to automatically receive one (1) entry into the Sweepstakes for each Lay's product purchased, up to a maximum of four (4) entries per Day.

4.) 7REWARDS & Speedy Rewards Card/CFD/PIN Entry: Eligible Entrants must input their registered phone number via the consumer-facing display/PIN pad ("**CFD**") during checkout from 7-Eleven, Stripes or Speedway to access the corresponding 7REWARDS or Speedy Rewards account or present/scan their 7REWARDS or Speedy Rewards card during checkout at the corresponding retailer when purchasing one (1) or more Lay's products to automatically receive one (1) entry into the Sweepstakes for each Lay's product purchased, up to a maximum of four (4) entries per Day.

For 7-Eleven, 7NOW, Speedway App, and 7REWARDS/Speedy Rewards Card/CFD/PIN Methods of Entry: Rewards points may still be accumulated for 7-Eleven App, 7NOW App, Speedway App, 7REWARDS card, Speedy Rewards card, and CFD scans that exceed the entry limitations, but no additional Sweepstakes entries will be awarded for those scans. For example, purchasing more than four (4) Lay's products in separate transactions during a Day will not provide the Entrant with more than four (4) Sweepstakes entries, but will continue to provide the Entrant with rewards points to the extent that they qualify under the corresponding rewards program. The Entrant must be the authorized account holder of the registered 7REWARDS or Speedy Rewards account associated with the entry. In the event of a dispute over the identity of an Entrant or potential "Winner" in the Sweepstakes, the Entrant or potential Winner will be deemed the authorized account holder of the email address associated with the 7REWARDS account or Speedy Rewards account, and such individual must comply with these Official Rules. "Authorized Account Holder" is defined as the natural person in whose name the email account was opened, and such person must be eligible and otherwise comply with these Official Rules. If a dispute regarding the identity of an Entrant or potential Winner cannot be resolved to the Sponsor's satisfaction, the affected entry will be deemed ineligible. Entries will not be acknowledged except as provided herein.

5.) Mail-In Method of Entry: To enter the Sweepstakes without completing a purchase (each a "**Mail-In Entry**" or collectively, the "**Mail-In Entries**"), the eligible Entrant must legibly handwrite the Required Information below on a 3" x 5" index card and send it via USPS mail to the address below. Mail-in Entries must be postmarked by Tuesday, April 28, 2026, and received by Monday, May 4, 2026. Mail-In Entries postmarked after April 28, 2026, or received after May 4, 2026, will not be accepted.

Mail-In Entry Address:
Creative Zing / Lay's Fan Flyaway
PO Box 533966
Orlando, FL 32853

Required Information:

- Entrant's Name
- Entrant's Email Address,
- Entrant's Date of Birth, and
- Entrant's 7-Eleven Member ID or Speedy Rewards Card Number
- 7-Eleven Member ID can be found in the 7-Eleven App or while logged into your free 7REWARDS account at 7-eleven.com
- Speedy Rewards Card Number can be found in the Speedway App or while logged into your free Speedy Rewards account at Speedway.com

Each Mail-In Entry must be in a separate handwritten envelope and mailed separately. Photocopied, mechanically reproduced, or stamped envelopes or entries are not eligible. All Mail-In Entries become the property of Sweepstakes Entities and will not be returned or acknowledged. Entrants will receive up to four (4) entries into the Sweepstakes for each eligible Mail-In Entry received by the Sweepstakes Entities (depending on whether the Entrant also entered via any of the other Entry Methods on the same Day). Limit one (1) Mail-In Entry per 7-Eleven Member ID or Speedy Rewards Card Number per Day. Mail-In Entries will be attributed to the Day on which they are postmarked. Entrant is permitted two (2) postmarked entries for either Saturday or Monday (to account for Sunday entry) and two (2) postmarked entries on either the day before or after a federal holiday (to account for the holiday entry). Sweepstakes Entities are not responsible for lost, late, damaged, stolen, delayed, illegible, misdirected, or postage-due Mail-In Entries.

For All Entry Methods: Under no circumstances will an Entrant receive more than four (4) entries per Day, regardless of Entry Method or the combination of Entry Methods. Entries from any Entrant in excess of the limitations set forth herein will be void. All entries (except Mail-In Entries) must be received by April 28, 2026, at 11:59:59 pm ET. Mail-in entries must be postmarked by April 28, 2026, and received by May 4, 2026. Any deliberate attempt by an Entrant to obtain more than the stated number of entries, including through artificial intelligence ("AI") software or tools, bots, multiple or duplicate accounts, or any other methods, will void such Entrant's entries, and that Entrant may be disqualified from the Sweepstakes. Entries generated by a macro, script, or other automated means will be disqualified. ELIGIBLE ENTRANTS MUST SUBMIT THE REQUESTED ENTRY INFORMATION IN ACCORDANCE WITH THESE OFFICIAL RULES. NO OTHER METHOD OF ENTRY WILL BE ACCEPTED. Participation in the Sweepstakes constitutes the Entrant's understanding of and full and unconditional agreement to and acceptance of these Official Rules. The Sweepstakes Entities reserve the right to disqualify any Entrant determined to be in violation of any term contained in these Official Rules.

4. WINNER SELECTION AND NOTIFICATION: On or about May 5, 2026 (the "**Drawing Date**"), the Administrator will conduct one (1) random drawing from all eligible entries received from Entry Methods 1 – 5 combined to select the potential winners of the "Prizes" outlined in [Section 6](#). Pending confirmation of eligibility and completion of the required steps outlined below to claim a Prize, each potential Winner will be confirmed by the Administrator as a "Winner".

Grand Prize Winner Notification: Within approximately two (2) business days of the Drawing Date, the Administrator will notify each potential Grand Prize Winner via email and/or Adobe Sign at the email address associated with their corresponding 7REWARDS or Speedy Rewards account or Mail-In Entry. Each potential Grand Prize Winner will be required to respond (as directed) to the notification within three (3) business days (or a shorter time if required by exigencies) of attempted notification. Each potential Grand Prize Winner will be required to verify address, sign, and return within three (3) days of initial notification one or more forms covering eligibility, liability, advertising, and (unless prohibited by law) publicity rights, and such other documents the Sweepstakes Entities may require (collectively, the "**Grand Prize Affidavit**"). Each Grand Prize Winner must provide the Sweepstakes Entities with a valid Social Security number for tax reporting purposes before the Grand Prize can be awarded. EACH GRAND PRIZE WINNER IS SOLELY RESPONSIBLE FOR ALL FEDERAL, STATE, AND LOCAL TAXES, IF APPLICABLE, AND FOR ANY OTHER FEES OR COSTS ASSOCIATED WITH ANY PRIZE THEY RECEIVE. An IRS Form 1099 will be issued to each Grand Prize Winner for the actual value of the Prize received in February 2027.

Each Grand Prize Winner's travel companion (a "**Guest**") must be at least eighteen (18) years of age and the age of majority in their state of primary residence, unless the Grand Prize Winner is the minor Guest's parent or legal guardian. If the Grand Prize Winner is between the ages of eighteen (18) and twenty (20), their Guest must be at least twenty-one (21) years of age to check in to the hotel. Each Guest (and, in the case of a minor Guest, their parent or legal guardian) must verify their address and execute a Travel Companion

Release, as directed by the Administrator. Failure to return the executed Travel Companion Release within the specified period may result in forfeiture of the participation of the Guest.

Runner-Up Prize Winners: This notification process applies to all Runner-Up Prizes, as defined in [Section 6](#). Each potential Runner Up Prize Winner will be required to respond (as directed) to the notification within three (3) business days (or a shorter time if required by exigencies) of attempted notification. Each potential Runner Up Prize Winner will be provided with their own single-use unique link to confirm their eligibility and complete a digital Prize acceptance form (the "**Prize Acceptance Form**"). If the potential Runner Up Prize Winner publicly shares or publishes their link to the Prize Acceptance Form, such potential Runner Up Prize Winner may be disqualified at the discretion of the Sweepstakes Entities. Runner Up Prizes will be fulfilled to the address provided on the Prize Acceptance Form (no PO Boxes are permitted), as further detailed in the Prize descriptions in [Section 6](#).

All Potential Prize Winners/Notifications: If an email address is invalid or a potential Winner fails to respond as directed, or within the time provided, the Prize may be forfeited. If a potential Winner forfeits the Prize, is found to be ineligible, or if they have not complied with these Official Rules, or decline the Prize for any reason prior to award, such potential Winner will be disqualified, and an alternate potential Winner will be selected at random from the eligible entries in accordance with the aforementioned procedures. The Sweepstakes Entities will attempt to contact up to five (5) potential Winners of each Prize in accordance with the above procedure, after which the Prize may go unawarded if it remains unclaimed. If a Prize is awarded but goes unclaimed, such Prize may not be re-awarded at the discretion of the Sweepstakes Entities.

5. ODDS OF WINNING: Odds of winning depend on the number of eligible entries received in accordance with the deadlines stated herein.

6. PRIZES (28 Total): There are three (3) Grand Prizes and twenty-five (25) Runner Up Prizes available, as described below. Limit one (1) Prize per person for the Sweepstakes duration. All values are in U.S. dollars. No cash alternatives or Prize substitutions are allowed except at the discretion of the Sweepstakes Entities. If a Prize or any portion of the Prize (except for the Event or Tickets, as defined below) cannot be awarded or fulfilled due to circumstances beyond the control of the Sweepstakes Entities, a substitute Prize of comparable value may be awarded. The approximate retail value ("**ARV**") is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date a Prize is awarded or redeemed and for the Grand Prize and First Prizes, each Winner's place of residence and cost and availability of airfare and hotel at the time of travel. If the actual value of a Prize is less than the ARV stated herein, the Winner will not be entitled to a check, cash, or other form of payment for the price difference. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. All Prize details are at Sponsor's sole discretion. Other restrictions may apply. **THE CUMULATIVE ARV OF ALL AVAILABLE PRIZES IS \$38,431.00.**

RUNNER-UP PRIZES (25 AVAILABLE): Each Runner-Up Prize consists of one (1) FIFA-brand soccer ball; ARV: \$85.00. The Runner-Up Prizes will be fulfilled to the Runner-Up Winner's address, as provided on the Prize Acceptance Form, within approximately three (3) weeks from the date when the Prize Acceptance Form is completed. Each Runner-Up Prize Winner is solely responsible for providing their correct mailing address, including any apartment/suite number required for delivery, and the Sweepstakes Entities are not responsible for lost, delayed, or returned packages resulting from incorrect address information. The cumulative ARV of all Runner-Up Prizes is \$2,125.00.

GRAND PRIZES (3 AVAILABLE): Each Grand Prize has an ARV of \$12,102.00 and consists of a 4-day / 3-night trip (the "**Trip**") for each Grand Prize Winner and up to one (1) Guest each to FIFA World Cup 26™ Match 78 scheduled to take place June 30, 2026, at Dallas Stadium in Arlington, TX ("**Event**"). The Prize includes the following:

- Two (2) Category 2 Event tickets ("**Tickets**") for the Grand Prize Winner and up to one (1) Guest to attend the Event on June 30, 2026. ARV: \$1,210.00.
- Round-trip coach-class air transportation for the Grand Prize Winner and up to one (1) Guest from a major airport near the Winner's home to an airport in the greater Dallas-Fort Worth area. ARV: \$3,000.00.
 - If the Winner lives within one hundred fifty (150) miles of the Event, air travel will not be provided, and the Winner will be compensated a total of five hundred dollars (\$500) in lieu of air travel for

any alternate travel expenses.

- Hotel accommodation for up to three (3) nights at a Live by Loews in Arlington, TX (one double-occupancy room; room and tax only). ARV: \$7,392.00.
- Ground transportation and spending allowance of \$500.00, awarded in the form of a check.

GRAND PRIZE PROVISIONS: GRAND PRIZE TRAVEL WILL OCCUR BETWEEN JUNE 28 - JULY 1, 2026. The Winner and Guest must travel together on the same itinerary. All travel and hotel reservations to be determined by Sponsor or its designee in its sole discretion. All travel arrangements must be made through the Sponsor or its designee. If a Winner elects to partake in any or all portions of the Prize without a Guest, the Prize will be awarded to the Winner only, and any remainder of the Prize will be forfeited and shall not be subject to further or alternative compensation. Once the Trip is booked, no changes, extensions, or substitutions are permitted except at the Sponsor's sole discretion. The Trip may not be combined with any other offer, and travel may not qualify for frequent flyer miles. Airline tickets are non-refundable/non-transferable and may not be valid for upgrades. All airline tickets are subject to flight variations, work stoppages, and schedule or route changes. Grand Prize Winner and Guest must have all necessary identification and/or travel documents (e.g., a valid Real ID or government-issued passport) and are solely responsible for obtaining such valid identification before travel and the associated costs for these requirements. The Grand Prize Winner and Guest agree to undertake the Trip at their own risk. All Prize details are at the sole discretion of the Sponsor.

The Prize consists only of the elements expressly set forth in the Prize description. Any travel costs not specifically outlined in the Prize description shall be the sole responsibility of the Grand Prize Winner. For the avoidance of doubt, the Grand Prize Winner shall be solely responsible for all costs, expenses, and incidentals associated with Prize acceptance and use, including, but not limited to, additional ground transportation, baggage fees, meals, beverages, gratuities, in-room charges, personal incidentals, spending money, insurance, taxes, and any other expenses not specifically mentioned as being included. Upon hotel check-in, and at the hotel's sole discretion, the Grand Prize Winner (or their Guest if the Winner is under 21 years of age) will be required to provide a valid major credit card or another acceptable form of payment for security and incidental hotel expenses. All in-room charges, telephone calls, meals, beverages, hotel upgrades, amenities, personal incidentals, and any other expenses incurred in the Winner's hotel room will be billed to the credit card or deducted from the deposit provided.

If Sponsor so elects in its sole discretion, potential Grand Prize Winner and their Guest may be required to submit to a confidential background check to ensure that (a) they will not bring the Sponsor into public disrepute, contempt, scandal, or ridicule or reflect unfavorably on the Sponsor, and (b) they will adhere to any and all Protocols. Sponsor reserves the right, in its sole discretion, to disqualify a potential Grand Prize Winner based on the results of the background check. If requested, a potential Grand Prize Winner must sign waiver forms authorizing the release of personal and background information, or the Grand Prize may be forfeited.

If, for whatever reason, the Event associated with the Grand Prize is cancelled after the Prize is awarded, Sponsor's liability for the Grand Prize is limited only to the non-Event portions of the Prize. No compensation will be paid in lieu of the cancelled Event. The Tickets to the Event are subject in all respects to the terms and conditions set forth on the Tickets and any requirements of the facility hosting the Event. Seat locations will be determined by the Sponsor.

In the event a Grand Prize Winner or the Guest violates any venue or FIFA policy or law, fails to comply with FIFA or venue's (or its designee's) health and safety protocols, brings the Sponsor or the Released Parties into disrepute, or engages in behavior that (as determined by Sponsor, the FIFA Entities, or any prize provider in its or their sole and absolute discretion) is obnoxious, inappropriate, safety risk, or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to revoke the full or any portion of the Prize from any Grand Prize winner or Guest or terminate the applicable Event or Trip early. Decisions regarding the conduct of the Grand Prize Winner and Guest in all aspects of their participation in the Trip, Event, or any associated activity will be in the sole discretion of Sponsor, and any of Sponsor's representatives, and final and binding in all respects. Grand Prize Winner and Guest may be removed or disqualified from participating in any aspect of the Trip or Event for any reason at any time, including, without limitation, creating an unauthorized disturbance, interruption, or unnecessarily rough physical contact, creating the potential for injury or property damages, or for any unhealthy, unsafe, unlawful, or inappropriate act. If the Grand Prize Winner or Guest, in the opinion of Sponsor or any of Sponsor's representatives, is

considered a physical or mental threat to the well-being of any other individual, they may be removed from any premises relating to the Trip or Event, and the Grand Prize Winner consents to such removal. For the avoidance of doubt, unused Tickets cannot be refunded, exchanged, or applied towards Tickets for any subsequent FIFA event or for cash.

Event Tickets may not be resold, offered for resale, or used for any other commercial or promotional purpose by the Winner. Any such resale or commercial or promotional use may result in disqualification of the Winner and forfeiture of the Prize. Lost or stolen Tickets will not be replaced. Winner and Guest agree to comply with all [Ticket Terms](#) and the Event venue Terms for the corresponding Prize. The Released Parties (as defined in Section 7) will not be responsible for weather conditions; acts of God; acts of terrorism; civil disturbances; local, state, or federal regulation, order, or policy; work stoppage; epidemic, pandemic, or any other issue concerning public health or safety; or any other occurrence outside of their reasonable control that may cause the Event to be cancelled, postponed or restrict fans from attending the Event.

Released Parties maintain no control over the personnel, equipment, or operation of any Event venue, air carrier, transportation company, hotel, or restaurant (each a **"Providing Party"** and collectively the **"Providing Parties"**), and Released Parties are merely independent suppliers of each Trip and are not in any way related to each Providing Party. The Released Parties shall not be liable for any injury, death, damage, loss, expense, accident, delay, inconvenience, or other irregularity that may be caused or contributed to (a) by wrongful, negligent, or unauthorized act or omission on the part of any of those Providing Parties or any of their agents, servants, employees or independent contractors, (b) by any defect in or failure of any vehicle, equipment, instrumentality, service, product, or accommodation that is owned, operated, furnished, or otherwise used by any Providing Party, (c) by the wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the Released Parties, or (d) by any cause, condition or event whatsoever beyond the control of the Released Parties.

7. DISCLAIMER: Sweepstakes Entities, 7-Eleven, Speedway, FIFA and each of their respective parent companies, partners, subsidiaries, franchisees, affiliates, directors, officers, professional advisors, consultants, contractors, legal counsel, public relations firms, employees, advertising, fulfillment, marketing agencies (collectively, the **"Released Parties"**) will not be responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered or garbled entries, registrations, transactions, email, mail or communications of any other kind; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries or purchases, the announcement of the Prize or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to participants or to any other person's device related to or resulting from participation in this Sweepstakes. Should any portion of the Sweepstakes be, in Sponsor's opinion, compromised by viruses, worms, bugs, non-authorized human intervention, or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness, or proper play, or submission of entries, Sponsor reserves the right at their sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential Winners from all eligible, non-suspect entries received before action taken or as otherwise deemed fair and appropriate by Sponsor.

8. LIMITATIONS OF LIABILITY AND RELEASES: By participating in the Sweepstakes, the Entrant releases the Sweepstakes Entities and all Released Parties from any and all liability whatsoever and waive any and all causes of action, related to any claims, costs, injuries, losses, death or damages of any kind arising out of or in connection with the Sweepstakes or acceptance and use of any Prize (including any related travel or activity) (including claims, costs, injuries, losses and damages related to rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

Grand Prize Winner and Guest irrevocably waive all claims against the Released Parties, and agree that they will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes, the Prizes awarded, personal injury, or wrongful death, a potentially heightened risk of exposure to communicable diseases, viruses, bacteria or illnesses (including, without limitation, COVID-19) and the causes thereof, and sickness arising as a result of Entrant's participating in the Sweepstakes and related activities (e.g., travel), wherever, whenever or however the same may occur. Grand Prize Winner and Guest must abide by all applicable federal, state, local and venue COVID-19 guidelines while traveling and in attendance at the Event. Grand Prize Winner and Guest fully understand that (a) the novel coronavirus SARS-CoV-2 and any resulting disease (together with any mutation, adaptation or variation thereof, "COVID-19") is extremely contagious and there is an inherent risk of exposure to COVID-19 in any place where people are or have been present; (b) no precautions, including any protocols that will be implemented from time to time by the Released Parties (collectively, the "Protocols"), can eliminate the risk of exposure to COVID-19; (c) while people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and/or underlying medical conditions; and (d) exposure to COVID-19 can result in being subject to quarantine requirements, illness, disability, other short-term and long-term health effects, and/or death, regardless of age or health condition. Grand Prize Winner and Guest will accept the Prize and travel at their own risk.

9. USE OF WINNER'S NAME AND LIKENESS: To the fullest extent permitted by applicable law, participation in the Sweepstakes constitutes permission for the Sweepstakes Entities or Released Parties to use the Winner's name, hometown, aural and visual likeness, and Prize information for advertising, marketing, and promotional purposes in any and all media, now or later devised, worldwide in perpetuity, without further permission or compensation or notification (including in a public-facing Winner list). As a condition of being awarded any Prize, except where prohibited by law, the Winner may be required to execute a consent to use the Winner's name, hometown, aural and visual likeness, and Prize information for advertising, marketing, and promotional purposes without further permission or compensation. By participating in the Sweepstakes, the Entrant consents to being contacted by the Sweepstakes Entities and other Released Parties for any purpose in connection with this Sweepstakes. By participating in the Sweepstakes, Entrant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, available in Exhibit A (attached). In the event of any discrepancy between the Sponsor's Privacy Policy and these Official Rules, these Official Rules shall control and govern. Additionally, any communication between the Entrant or Winner and Sponsor or its agencies regarding the Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes.

10. DISPUTE RESOLUTION AND BINDING ARBITRATION: By participating in the Sweepstakes, Entrants waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of Texas, and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury, and review is limited. The arbitrator's decision and award are final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. The parties agree that, except as set forth above, any claim, suit, action, or proceeding arising out of or relating to this Sweepstakes shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. ("**JAMS**") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("**AAA**") or any other mutually agreeable arbitration administration service. If an in-person hearing is required, then it will take place in the State of Texas. The federal or state law that applies to these Official Rules will also apply during the arbitration. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in the State of Texas. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of the Entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court. This Sweepstakes is offered only in the United States and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas. THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY,

AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS CONTEST IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

However, if any provision of the these Official Rules or the application of any such provision to any person or circumstance shall be declared to be invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of these Official Rules, it being the intent and agreement of the parties that these Official Rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal and enforceable while preserving its intent or, if such modification is not possible, by substituting therefore another provision that is valid, legal and enforceable so as to materially effectuate Sponsor's intent.

11. GOVERNING LAW & JURISDICTION: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, Entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules thereof. By entering, Entrants consent to the jurisdiction and venue of the federal, state, and local courts located in Collin or Dallas County, Texas, for the resolution of all matters or proceedings which are not subject to arbitration as set forth in the Binding Arbitration clause of these Official Rules and agree that any and all such disputes shall be resolved exclusively in those courts. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provisions shall be struck, and the remaining provisions shall be enforced.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (A) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (B) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (C) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (D) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR RELEASED PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

12. GENERAL CONDITIONS: Sponsor reserves the right to change these Official Rules at any time, at its sole discretion, and to suspend or cancel the Sweepstakes or any Entrant's participation in the Sweepstakes should computer viruses, bugs, unauthorized human intervention, or other causes beyond Sweepstakes Entities reasonable control affect the administration, security or proper participation in the Sweepstakes, or Sponsor otherwise becomes (in its sole discretion) incapable of running the Sweepstakes as planned. In such an event, if terminated, Sponsor may award the Prizes at random from among all non-suspect, eligible entries received up to time of such action or as otherwise deemed fair and appropriate by Sponsor. Entrants who violate these Official Rules, violate any law, rule, or regulation in connection with participation in the Sweepstakes, tamper with the operation of the Sweepstakes, or engage in any conduct that is detrimental or unfair to Sweepstakes Entities, or any other Entrant (as determined at the sole discretion of the Sweepstakes Entities) are subject to disqualification, in which case, the Entrant's 7NOW App, 7-Eleven App, or 7REWARDS account privileges may be revoked. Sponsor reserves the right to lock out any individual whose eligibility is in question or who has been disqualified or is otherwise ineligible to participate in the Sweepstakes. The use of the terms "include" or "including" in these Official Rules is illustrative and not limiting.

13. PRIVACY: The Entrant agrees to the collection, processing, and storage of their personal data by 7-ELEVEN and Speedway. See 7-Eleven's Privacy Notice at <https://www.7-eleven.com/privacy> and Speedway's Privacy Notice at <https://www.speedway.com/about/privacy-policy>. Information collected by 7-Eleven and Speedway in connection with this Sweepstakes will be shared with the Sweepstakes Administrator and Sponsor solely for the purpose of Winner verification and Prize fulfillment. Information shared with Sponsor will be subject to the Sponsor's Privacy Policy posted at <https://www.laysfwc26countdown.com/privacy-policy>.

14. WINNERS: For the names of the Winners (by first name, last initial, city, and state only), send a stamped, self-addressed, business-size envelope to Creative Zing – Lay's Fan Flyaway, 2100 E Robinson Street, Orlando, FL 32803. Requests must be received no later than October 31, 2026.

15. SPONSOR: Frito-Lay, Inc., 7701 Legacy Drive, Plano, TX 75024-4099.

Exhibit A

Sponsor's Privacy Policy

Last Updated June 30, 2024

It is our aim through this PRIVACY NOTICE ("Notice") to explain what information we collect about you and why we collect that information. We also want to make sure you understand how we use and share your information and the choices available to you. Our goal is to earn and keep your trust as you visit websites and applications about our products and brands.

This Notice describes how we treat personal information on websites ("sites"), mobile or social media applications ("apps"), and any other services where we include an authorized link or reference to this Notice (together, the "Services"). This Notice does not describe our practices on sites or apps where it is not referenced.

Your use of our apps and sites indicates you agree to our collection, use, and sharing of your information as set forth in this Notice.

What information do we collect?

We collect identifiers and contact information. For example, we may collect your name and street address if you register on our site or apps. We may also collect your phone number or email address. We also collect online identifiers. For example, if you engage with us through a social media site, we may collect your social media user identifier.

We collect payment information. If you make purchases with us, we (or our business partners who process payment cards for us) may collect your billing information. This includes your payment card number.

We collect information you submit or otherwise provide or authorize us to collect. We collect the information you post in a public space on our site. This includes comments and videos or photos. We also collect any other information you may provide to us or authorize us to collect. This may include information about your physical activities or your nutrition preferences.

We collect demographic information and information about your interests. We may collect information such as your gender and age, household or lifestyle information, and your zip code.

We collect internet and electronic network activity information, such as device and usage information. We may collect information about the browser you are using, and we may look at what site you came from, or what site you visit when you leave us. We may also collect information about your operating system, Internet Service Provider (ISP) information and IP addresses and other device identifiers, such as mobile device identifiers. In addition, we may collect information about your use of our Services, including through use of

tracking technologies such as cookies, pixel tags, and similar technologies. For additional information, please visit our About Our Ads policy.

We collect geolocation information. Using technologies such as GPS or Wi-Fi, we may collect information about your location. For example, if you use our mobile apps, we may access your device's location information to provide you location-enabled features.

We collect job application information, such as professional or employment-related information and education information. We collect information if you apply for a job with us. This information may include your education and work history, your skills, and qualifications for the position. We may ask about how you learned about the position. If applicable, we may ask about your driving record and your ability to perform the position. We may also collect the last four digits of your social security number and your nationality.

We collect information about third parties. From time to time, we may allow you to send an email or message to a friend through one of our sites or apps. If you choose to do this, we will need that person's name and email address.

How do we collect information?

We collect information directly from you. We collect information from you when you:

- Make a purchase with us.
- Register on one of our sites or apps.
- Join our loyalty programs.
- Apply for a job.
- Sign up for our email newsletters and other notifications.
- Participate in promotions such as sweepstakes or contests.
- Fill out a survey.
- Contact us.
- Physically visit one of our site locations.
- Otherwise submit it to us.

We collect information from you passively. We use tracking tools like browser cookies and mobile device IDs. We do this on our websites, in emails that we send to you, and in media advertising. We collect information about usage and browser information over time. We may have third parties collect personal information this way. We also collect information about you from our mobile apps.

Third parties may also share information about you with us. For example, our business partners may give us information about you. We may receive information from companies who compile information about shoppers and their preferences. Social media platforms may also give us information about you, and we may get information about your interactions with our ads on third-party sites.

We may combine information from different sources

We may combine information. For example, we may combine information we have collected offline with information we collect online. We combine information we have collected across third-party sites, including social media sites. We combine information across devices such as computers and mobile devices. We may also combine information from third parties with information we already have.

How we may use the information we collect

We may use information to help us effectively provide you products and services. We use your information to respond to your questions or enable you to participate in our programs. This may include sweepstakes or contests. Another example is that we may use your information to process your registration with sites and apps. We may use your friends' email addresses to send them information you requested we send them. We also use your information to process orders for you. We may also contact you if you have won a prize or promotion.

We may use information to improve our products and services. One of our goals is that you have a positive experience with our sites, apps, and products. Therefore, we may use your information to improve your experience with our sites, apps, and products. We might use your information to personalize your experience with us. We may use information you provide or that third-party partners give us to personalize your experience.

We may use information for security and safety purposes. We may use your information to help protect you, our sites and apps, our company, our customers, and our consumers.

We may use information for marketing purposes. For example, we might send you information about products, offers, features, or updates. We might also use your information to serve you ads about products and offers. Those ads may appear on third-party platforms which may include social media. These might be our own offers or products, or third-party offers or products we think you might find interesting. We may provide you with information through email or push notification.

We may use information to get feedback from you about how we're doing and for other transactional purposes. We may contact you about this Notice or the Terms of Use posted to the sites or apps you are using. We may also communicate with you about a job application or your questions about our products or promotions.

We may use information as the law allows us or as we may notify you.

How we may share information we have collected

We may share information within our family of companies and brands. This includes current and future subsidiaries, affiliates, and joint venture partners. This also includes current brands and all future brands. See our website for a list of brands. We may also share information with third parties with which we have an ownership interest or commercial relationship, such as companies whose products we distribute.

We may share information with third-party vendors. We may share information with companies who serve as our vendors or third parties who perform services on our behalf. They may help us deliver products or services to you. For example, we may share information with companies who operate our sites and apps or who run our promotions.

We may share information with select business partners. For example, we may share information with joint promotion partners. If you register for a joint promotion, your information may be collected by both us and the third party. This might include retailers. Your information will be used by us as described in this Notice or by promotion partners as described in their policies.

We work with analytics and advertising partners. Our online Services may use analytics, advertising and other third-party content or functionality through which our partners may collect internet and electronic network activity information, such as device and usage information. For additional information, please visit our About Our Ads policy.

We will share information if we think we must in order to comply with the law or to protect our company. For example, we will share information to respond to a court order or subpoena. We may share information if a government agency or investigatory body requests it. This includes United States and non-United States law enforcement or regulatory authorities. We may also share information if we are investigating potential fraud.

We may share information with any successor to all or part of our business. For example, if part of our business is sold we may include your information as part of that transaction.

If there are additional reasons we may share information, we will describe those to you.

You have certain choices about how we use your information

You can opt out of email marketing. To stop receiving promotional emails from us, follow the instructions in any promotional email message you get from us. If you opt out of getting marketing email messages, you may continue to receive non-marketing email messages from us where permitted by law.

You can control cookies and tracking tools. To learn how to manage how we and our vendors use cookies and other tracking tools, and to read our About Our Ads policy.

Do-Not-Track Signals and Similar Mechanisms. Some web browsers transmit "do-not-track" signals to websites. Because the standards for these signals are still under development, we currently do not take action in response to these signals.

You can control tools on your mobile devices. For example, you can turn off the GPS locator or push notifications on your phone. To modify the push notifications you get from our app, you can alter your preferences in your profile.

You may have other choices under applicable state laws. Depending on where you live, you may have certain additional rights, as described below. We only honor these rights where required by law.

- You may have a right to request to confirm whether or not we process your personal information as well as to access and receive a copy of the specific personal information we have collected about you in a portable format.
- You may have a right to request deletion of your personal information.
- You may have a right to request correction of any inaccurate personal information we hold about you.
- You may have the right to opt out of the sale, sharing or targeted advertising of personal information to third parties.
- In some circumstances, you may have the right to opt out of automated decision making and profiling, such as where it produces legal or other significant effects.
- You may have the right to opt-out of the processing (or limit the use) of your sensitive personal information.
- You have a right not to receive discriminatory treatment for exercising any of your rights described under this section.

These additional rights are subject to exceptions under applicable laws. For example, we may not be able to honor certain rights requests without taking reasonable steps to verify your identity.

If you would like to exercise these rights under applicable state privacy laws, you or your authorized agent have two options for doing so:

- Call Us: You may call us at our toll-free number, 1-833-548-0119; or
- Submit Through Our Portal: You may submit your request through our secure web portal.

We may reasonably verify your request by asking you to provide information to confirm your identity. This information may vary depending on your relationship with us. If you are a consumer in a jurisdiction that recognizes the ability to use an authorized agent and wish to contact us through an authorized agent, we may request evidence that you have provided such agent with power of attorney or that the agent otherwise has valid written authority to submit requests to exercise rights on your behalf.

If you are in a jurisdiction that recognizes your ability to appeal a decision we have made in connection with your attempt to assert a right under applicable laws, you may submit a request to appeal through our secure web portal.

Please provide the state that you are writing from, accompanied with information you may have regarding the matter you are appealing. If your jurisdiction allows you to file a complaint with the state's Attorney General's Office regarding any concerns with the result of your appeal request, you may do so by using their online properties.

How we may sell or share your personal information

Residents of certain states may also have the right to opt-out of the sale of personal information and the sharing of personal information for targeted advertising. We do not sell your information for money, but our Services may use analytics and advertising technologies, including those provided by advertising partners that use your personal information to serve you targeted advertising that is based on your activity across our Services and third-party websites, apps and services.

We do not have actual knowledge that we sell or share the personal information of consumers under 16 years of age.

If you do not wish for us to sell or share your personal information for targeted advertising purposes, you can opt out by submitting your request through Your Privacy Choices.

Retention of personal information

We keep the categories of personal information described above for as long as is necessary for the purposes described in this Notice or otherwise authorized by law. This generally means holding the information for as long as one of the following apply:

- Your personal information is reasonably necessary to manage our operations, to manage your relationship with us, or to satisfy another purpose for which we collected the information;
- Your personal information is reasonably necessary to carry out a disclosed purpose that is reasonably compatible with the context in which the personal information was collected;
- The information is reasonably required to protect or defend our rights or property (which will generally relate to applicable laws that limit actions in a particular case); or
- We are otherwise required or permitted to keep your information by applicable laws or regulations.

Children's privacy

It is not our intention to collect personal information from children under age 13. If you are a parent or legal guardian and think that your child under 13 has given us information, you can contact us (1-800-433-2652, M-F 9:00am - 5:00pm EST) and we will take appropriate steps. You can also write to us at the address listed below. Please mark your inquiries "COPPA Information Request." Parents, you can learn more about how to protect children's privacy online.

Biometric data

We may collect Biometric Data. We may collect, store, and use biometric data from employees, consumers, or other individuals during the course of conducting our operations and providing products or services. We will obtain written consent to collect, store, and use any biometric data, as required by law.

What is biometric data? Biometric data means data that consists of, or is derived from, biological information or physical characteristics unique to an individual that can be used to identify that individual (such as a fingerprint, handprint, retina or iris scan, voiceprint, or facial geometry scan).

Do we share biometric data? We will not disclose or disseminate your biometric data to any third party unless it provides you notice and obtains your written consent to such disclosure or dissemination, or as required by law.

How long do we keep biometric data? Unless otherwise required by an order from a court of competent jurisdiction or applicable law, we will permanently destroy biometric data when the first of the following happens: (1) Our initial reason for collecting the biometric data is satisfied; or (2) within two years of an individual's last interaction with us.

How do we protect and store biometric data? We shall use a reasonable standard of care to store, transmit and protect from disclosure any biometric data collected from you.

Security measures

We use various technical and organizational measures and mechanisms to secure our websites and apps. You should understand that no data storage system or transmission of data over the Internet or any other public network can be guaranteed to be perfectly secure.

Our services are intended for a United States audience

If you are outside of the United States, please visit the site designated for you. If you live outside of the United States and choose to use this site or app, you understand that it is at your own risk. You also understand that your information will be sent to and stored in the United States. The United States may not afford the same level of protection as laws in your own country.

We may link to other sites or apps or have third-party services and tools on our platform we don't control

We may link to or allow you to access the Services from third-party websites or platforms. Our sites and apps may also include third-party content that collects information. Third-party content may include tools like cookies and tracking technologies. These third parties may use your information for their own purposes. This may include behavioral advertising and analytic purposes. We do not control these third parties or their use of these technologies, so please read their privacy policies carefully.

We may update this notice

From time to time, we may change this Notice. When we do, we will notify you of any material changes as required by law. This may include posting an updated copy here and updating the "Last Updated" date. Please check this Notice periodically for updates.

California-specific notices

California "Shine the Light" Law

If you reside in California, you have the right to ask us one time per year for information about our disclosure, if any, of personal information to third parties for their direct marketing purposes in the preceding calendar year. To make a request, please contact us (1-800-433-2652, M-F 9:00am - 5:00pm EST) or write to us at the address listed below. Indicate in your letter that you are a California resident making a "Shine the Light" inquiry. We reserve our right not to respond to requests submitted other than by the means specified in this section, if the request is not labeled or sent properly, or if the request does not have complete information.

California Consumer Privacy Act ("CCPA")

We have explained our privacy practices in full in the other sections of this Notice. In this section, we provide a list of categories of personal information, as set forth in the CCPA, that have been collected, disclosed for business purposes, shared for cross-context behavioral advertising, or sold for commercial purposes during the preceding 12 months, as well as certain other supplemental information. Some of these categories of personal information that we collect may include information that is considered sensitive under the CCPA.

Please see the other sections of this Notice for additional information about our practices and your rights. The personal information we collect about you may include information within the below noted categories of data. While the categories are as defined under California law, the disclosures below also apply to residents of other states as well.

Category of Personal Information	Explanation
Identifiers, such as your name, street address, phone number, IP address, or email address	We may use this information to respond to your questions, to enable you to participate in our programs (including sweepstakes or contests), to process your registration with sites and apps, and for other business purposes.
Commercial information, such as a record of your purchases	We may use your information to provide you with products, to identify other products and offers that may be relevant to you, and for other business purposes.
Biometric information, such as voice recordings, images, and information about your physical activities that you provide	We use this information to provide you products and the Services and for our other business purposes, such as when we capture voice recordings as part of our customer support. For more information, please see our biometric data section in this Notice, which includes additional descriptions of how we use, protect, and store biometric data.
Internet and electronic network activity information, such as information about your interactions with our Services	We may use this information to improve our Services, to better understand the visitors who come to our Services and what content is of interest to them, and for other business purposes.
Precise geolocation information, using technologies such as GPS or Wi-Fi	We may use this information to improve the quality, security, and relevance of our Services to our visitors and for other business purposes.
Other electronic information, including information you post in a public space on our site (such as videos or photos)	We may use this information to provide the services you ask for on our Services, as part of sweepstakes or other competitions, and for other business purposes.
Inferences about you	We may use this information to personalize your experience with us, and for other business purposes.
Characteristics of protected classifications under applicable state or federal law, such as your gender	We may use this information for our equal employment opportunity program, and for other business purposes.

View our statistics on CCPA requests.

As discussed in the other sections of this Notice, we collect these categories of information from you, through our interactions with you and others, and from third-parties, and we disclose these categories of personal information within our family of companies and brands, to business partners and third-party vendors that provide us hosting, advertising, and other services, to advertising and analytics partners, and as needed to comply with legal process.

Your personal information may also be disclosed to third-parties with whom you interact and third parties that you direct us to disclose your information to through our Services. We may also disclose personal information with third-parties in various additional ways, as described elsewhere in this Notice.

In California, you may have certain additional rights under applicable law, in addition to your rights to access, correct, and delete your personal information as described above. In California, you also may have:

- The right to request other information about our data processing practices, including the categories of personal information that have been collected about you; the categories of sources from which personal information are collected; our business or commercial purpose for collecting, using, disclosing, selling or sharing personal information; the categories of third parties with whom we disclose, sell or share personal information; and the categories of personal information we have disclosed, sold or shared about you for a business purpose.
- The right to direct us to limit the use and disclosure of your sensitive personal information to certain uses and disclosures, such as those that are reasonably necessary to provide our goods and services or as needed to ensure security and integrity, to prevent fraud or illegal activity, or for physical safety.

If you would like to exercise these rights under applicable state privacy laws, you or your authorized agent have two options for doing so:

- Call us: You may call us at our toll-free number, 1-833-548-0119; or
- Submit through our portal: You may submit your request through our [secure web portal](#).

Sale or Sharing. Over the past 12 months, we have worked with advertising partners who assist us with our targeted advertising activities, who may have had access to identifiers, Internet and other electronic network activity information, geolocation data, and other personal information.

To the extent we collect precise geolocation information for purposes of performing a Service you have requested, we may be deemed to be collecting data that is "sensitive" under California law. Our use of this data for performing a Service you have requested is consistent with the permitted business purposes in California Civil Code § 1798.100 et seq. and implementing regulations.

If you do not wish for us to sell or share your personal information for targeted advertising purposes, you can opt out by submitting your request through [Your Privacy Choices](#).

Financial Incentives

We offer Tasty Rewards, a rewards program that provides benefits such as rewards points and discounts to those who opt in by choosing to participate, and other similar promotional programs. Participation in these programs may require you to provide some personal information, such as name, date of birth, address, telephone number, and email address, which we use to operate the program, including to send you offers and discounts, and for the other purposes described in this Notice. Additional information is available at [TastyRewards.com](#). For the full terms and conditions, please review the terms and conditions for the applicable program.

The incentives associated with Tasty Rewards and similar programs are designed to reward loyal customers based on the volume of products they purchase from us rather than the value of your personal information. Based on our reasonable and good faith estimate, we receive value from Tasty Rewards in increased loyalty and purchases.

You have the right to withdraw from the financial incentive at any time by canceling your participation in Tasty Rewards or similar programs by contacting us as indicated below.

Feel free to contact us if you have more questions

If you have questions about this Notice or our data practices, you can write to us or call us at:

Frito-Lay, Inc.
Attn: Consumer Relations
700 Anderson Hill Road
Purchase, NY 10577
1-800-433-2652 (M-F 9:00am - 5:00pm EST)