

Terms & Conditions

Campaign Organizer: Ras Al Khaimah Tourism Development Authority

1) Promoter

The “Promoter” is Ras Al Khaimah Tourism Development Authority, a governmental entity established by Decree No. 5 of 2011 with its principal office located at Street No. 11, Al Marjan Island, P.O. Box 29798, Ras Al Khaimah, United Arab Emirates (VAT registration number 100394952400003).

Participation Conditions

- 2)** A purchase of an ice lolly from House of Pops (Bluebird Foodstuff Trading LLC) is necessary to participate in this campaign.
 - 3)** By entering the campaign, participants confirm their acceptance of and agreement to be bound by these Terms and Conditions.
 - 4)** Automatically generated entries and participants engaging in technical manipulation will be disqualified. Legal action may be taken against such individuals.
 - 5)** The Promoter and/or its implementation partners reserve the right to verify the information provided by participants at any point during the prize validation process.
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Campaign Process

- 6)** From 1 to 31 August 2025, every ‘RAK Summer’ fruit pop sold by House of Pops will feature a QR code on the wrapper, directing consumers to a dedicated landing page on visitrasalkhaimah.com.
 - 7)** Winning popsicle sticks contains a unique code. Participants must enter this code, along with their full name, email address, phone number, gender, and nationality, on the landing page to claim their prize.
 - 8)** Prizes are available while supplies last and must be claimed on or before 31 December 2025.
 - 9)** RAKTDA is not liable for entries submitted or attempted after the campaign Closing Date (31 August, 2025).
 - 10)** The Promoter reserves the right to cancel, modify, or suspend the campaign and these Terms & Conditions at any time due to unforeseen circumstances including, but not limited to, force majeure, pandemic outbreaks, regulatory changes, or system failures. Any changes will be communicated promptly via the official website.
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Prizes

11) Prizes available in the campaign include:

1. Grand Prize (10 Winners Total):

Each winner will receive a one-night stay for two adults (bed and breakfast basis) at a hotel in Ras Al Khaimah. Any incidental charges or additional expenses incurred during the stay will be the sole responsibility of the winner.

2. Additional Prizes:

○ **Free Popsicle Box (10 Winners Total):**

Upon scanning the designated QR code, winners who land on the “Receive a Free Box of House of Pops Popsicles” landing page must complete the required form, including submitting the correct number combination from their popsicle stick. The submitted details will be verified by the campaign team. If all details are correct, winners will be contacted via email with instructions for prize collection.

○ **Ras Al Khaimah Hotel Day Passes (10 Winners Total):**

Upon scanning the designated QR code, winners who land on the “Receive a Ras Al Khaimah Hotel Day Pass” landing page must complete the required form, including submitting the correct number combination from their popsicle stick. The submitted details will be verified by the campaign team. If all details are correct, winners will be contacted via email with instructions for prize collection.

3. Default Prize:

All participants who scan the QR code but do not land on the Grand Prize, Free Popsicle Box, or Ras Al Khaimah Hotel Day Pass landing pages will automatically receive a default prize: a 20% discount voucher for the Jais Flight zipline.

12) The prizes are as stated and cannot be transferred, exchanged for cash, or substituted (except at the Promoter’s sole discretion).

13) Grand Prize winners will be those ten lucky individuals who purchase a 'RAK Summer' fruit pop containing a QR code that leads to a winning landing page revealing a staycation prize. To claim the prize, the correct winning code from the popsicle stick must be entered on the page. The Promoter will then verify the code’s validity and contact the winner if all details are correct and match. Participants who do not provide the correct and/or required information (e.g., the unique number combination or fail to present the winning popsicle stick with the matching number upon prize collection) will forfeit their prize.

Similarly, the ten individuals who land on the Ras Al Khaimah Hotel Day Passes landing page and the ten individuals who land on the Free Popsicle Box landing page must also submit the correct number combination from their popsicle stick along with all required personal details on the landing page. The campaign team will verify the accuracy of the information provided, and only if all details are correct will the winners be contacted via email with instructions for prize collection. Failure to provide the correct number combination or the required information will result in forfeiture of the prize.

The Promoter reserves the right to replace any of the prizes with alternatives of equivalent value at its sole discretion and at any time.

14) Grand Prize winners will be contacted by email within 14 days of entry submission. If the winner cannot be reached or fails to claim their prize within 14 days, the Promoter reserves the right to award the prize to a replacement winner. Prize collection for the Grand Prize

(staycation vouchers) and other physical prizes such as hotel day pass vouchers will take place only at a designated House of Pops location in Dubai. The exact location will be communicated to the winner by the Promoter via email. During collection, the winner must present a valid Emirates ID, and the name on the ID must match the name provided in the campaign landing page form. The original physical popsicle stick must also be presented—digital versions or photos will not be accepted. The unique number combination on the stick must match the number submitted online. Participants who do not provide the required documentation or fail to meet these conditions will forfeit their prize.

15) Winners will be informed of prize collection or redemption details via email.

16) The Promoter is not responsible for any incorrect information submitted by participants or for technical issues during the draw or prize notification process.

17) Winners are fully responsible for accepting the prize and any additional costs or obligations that come with it.

18) If a prize voucher is not collected by the winner within 30 days of notification, despite reasonable efforts to make contact, the prize will be forfeited.

19) RAKTDA may replace prizes with others of equivalent value at any time. Participants who do not provide the required information (e.g., the unique number combination or fail to present the winning popsicle stick with the matching number upon prize collection) will forfeit their prize.

Data Protection

20) Participant data will be collected and processed solely for the purpose of prize fulfillment and in accordance with applicable data protection laws. No personal data will be shared with third parties without prior consent.

Liability Disclaimer

21) The Promoter reserves the right to shorten, extend, modify, or cancel the campaign without prior notice. No compensation shall be due in such cases.

22) The Promoter is not liable for technical disruptions, including website outages or QR code malfunctions, that prevent participation.

23) Participants acknowledge the limitations of internet-based platforms and agree that the Promoter and its partners shall not be held liable for any internet-related issues impacting participation or prize fulfillment.

24) Ras Al Khaimah Tourism Development Authority and its campaign partner, House of Pops (Bluebird Foodstuff Trading LLC), shall not be held liable for any complaints, claims, disputes, damages, or legal actions arising out of or in connection with participation in the “RAK POP DROP” campaign, including but not limited to prize redemption, eligibility, or prize

collection. All participants agree to waive any right to seek compensation or legal remedy from either party in relation to this campaign.

Final Provisions

25) The Promoter reserves the right to amend these Terms and Conditions at any time. No correspondence will be entered into regarding the outcome of the campaign. The laws of the United Arab Emirates shall govern this campaign.

26) Any disputes arising in relation to this campaign shall be subject to the exclusive jurisdiction of the Courts of Ras Al Khaimah. An amicable settlement will be sought before escalating to legal proceedings.