

TERMS & CONDITIONS – “WIN A TRIP TO ALASKA” PROMOTION

1. Organizer

This promotional game of chance (the “Promotion”) is organized by:

Fish Tales EU B.V. (the “Organizer”)

The prize trip is purchased by the Organizer from **Doets Reizen**, Heerhugowaard (the “Travel Partner”).

This Promotion is organized by Fish Tales EU B.V. in cooperation with the **Alaska Seafood Marketing Institute (ASMI)**. The Promotion is in no way sponsored, endorsed, administered by, or associated with social media platforms, retailers, or any other third parties, unless expressly stated in these Terms and Conditions. By participating in the Promotion, participants acknowledge and understand that they are providing their information to the Organizer and not to any social media platform.

2. Promotion Period

1. The Promotion runs from **8 June 2026 at 00:01 CET** until **9 August 2026 at 23:59 CET**.
2. Entries submitted outside this period will not be considered.
3. The Organizer reserves the right to extend or shorten the Promotion Period should circumstances so require.

3. Eligibility

1. Participation is open to natural persons who:
 - are 18 years of age or older; and
 - reside in the Netherlands or Belgium.
2. The following persons are excluded from participation:
 - employees of the Organizer;
 - employees of advertising, marketing, or promotional agencies involved in the Promotion;
 - employees of the Travel Partner;
 - family members and household members of any of the above.
3. The Organizer may request participants to provide proof of identity, age, and place of residence.

4. Participation

1. Participation takes place by:
 - scanning the QR code on the packaging or wrapper;
 - fully completing the online entry form;
 - accepting these Terms and Conditions; and
 - consenting to subscribe to the Fish Tales newsletter.
2. Participants are responsible for ensuring that the information they provide is complete and accurate.
3. Incomplete, incorrect, fraudulent, or illegible entries may be declared invalid by the Organizer.
4. Participation is limited to one entry per email address.

5. Prize

1. One winner will be selected from all valid entries.
2. The winner will receive:

A trip for two (2) persons to Alaska, departing in 2027.

3. The prize includes only those components that are confirmed in writing by the Organizer in advance.
4. Unless expressly stated otherwise, the prize includes:
 - return flights for two persons;
 - accommodation during the trip; and
 - program elements as determined by the Travel Partner.
5. Unless expressly stated otherwise, the prize does not include:
 - travel and cancellation insurance;
 - passports, visas, or other travel documents;
 - vaccinations or medical expenses;
 - personal expenses;
 - meals and beverages not expressly included in the program;
 - transportation to and from the departure airport; and
 - any taxes, surcharges, or fees not included in the travel package offered by the Travel Partner.

6. The maximum retail value of the prize is **€15,000**.
7. The prize is subject to availability through the Travel Partner.

6. Travel Conditions

1. The trip must take place in 2027 on dates made available by the Travel Partner.
2. Final travel dates will be determined in consultation between the winner and the Travel Partner.
3. If the winner is unavailable on the proposed dates, no alternative compensation shall be provided.
4. The winner and travel companion must:
 - hold a valid passport; and
 - comply with all immigration, security, and health requirements applicable at the time of departure.
5. If the winner or travel companion fails to meet the travel requirements, entitlement to all or part of the prize shall be forfeited without compensation.
6. The travel companion must be at least 18 years of age, unless otherwise agreed in writing.
7. Any additional terms and conditions imposed by airlines, accommodation providers, excursion operators, or the Travel Partner shall apply.

7. Prize Draw and Winner Selection

1. Within 30 days after the end of the Promotion, one winner will be selected at random from all valid entries.
2. The draw will take place under the supervision of the Organizer or an independent party appointed by the Organizer.
3. The winner will be notified personally via the email address or telephone number provided.
4. If the winner fails to respond within 14 days of the first contact:
 - the right to the prize shall be forfeited; and
 - the Organizer may select an alternative winner.
5. The Organizer may request the winner to provide:
 - proof of identity;
 - proof of age;

- proof of purchase; and/or
 - other relevant verification documents.
6. The winner is solely responsible for meeting all travel and entry requirements for the United States, including obtaining a valid ESTA travel authorization or, where applicable, a visa in a timely manner. If an ESTA application or visa application is denied, or if entry into the United States is refused by U.S. authorities, the winner shall not be entitled to a replacement prize, reimbursement, or any other form of compensation. Fish Tales EU B.V. and the Alaska Seafood Marketing Institute (ASMI) shall not be liable for decisions made by immigration, border control, or other governmental authorities.