



HOW TO REDEEM YOUR

GUARDIANS OF THE GALAXY CINEMA TICKETS

STEP 1. Enter your 9 Digit Activation Code (provided within your Kaspersky Lab PURE purchase confirmation email), together with your name and email address at <https://www.cinemarewards.net/kaspersky/>. Applications valid between 28th July 2014 and 16th September 2014, with tickets valid only for Guardians of the Galaxy until 31st October 2014.

STEP 2. You will receive an email which includes two e-codes for your free Cineworld 2D tickets for the film "Guardians of the Galaxy" (Monday to Thursday only).

STEP 3. When you receive your e-codes, you can take them in to any participating Cineworld box office in the United Kingdom to redeem free of charge, or visit the Cineworld website www.cineworld.co.uk where there is a 50p booking fee per ticket.

Please note: E-codes may be exchanged for one ticket per e-code for Guardians of the Galaxy standard 2D performances, Monday to Thursday only (excluding Alternative Content, D-Box, Special Advance Screenings, VIP Boxes or IMAX) at any participating Cineworld cinema in United Kingdom. You can redeem your code against a 3D showing however, you will need to pay the difference between the price of a 2D ticket and a 3D ticket.

TO BOOK ONLINE PLEASE FOLLOW THESE INSTRUCTIONS ON THE CINEWORLD WEBSITE:

1. Select your cinema, film date and time from the options available. Clicking the viewing time for the film selected on the website will take you through to the booking page. Check that the details returned are correct for your booking (film, cinema, date, time and screening type). Enter your first code in the in the designated area 'Got a promo code? Add it here'. Click 'Apply'
2. Follow this process adding one code for each person you want to book a seat for. 1 code = 1 admission. Each successful code registered WILL reduce the value of the total cost shown at the bottom of the screen.
3. Click 'Confirm Tickets'.
4. If allocated seating is available, Cineworld will automatically select the best seats available for you. If however you are not satisfied with the seating selected for you, click 'Clear Current Selection' then click on the seats you would prefer then select 'Confirm Seats'.
5. A booking fee of 50p per ticket will be applied to your booking.
6. You will then need to input your personal details and provide debit/credit card details.
7. Once the request has been processed, you can then collect your ticket(s), using the card registered whilst redeeming the code, from either the ATMs (collection terminal) situated at the cinema or direct from the box office.
8. If you wish to purchase any further tickets in the same transaction and you do not have codes to redeem against further bookings, you will be asked to pay a fee on those extra tickets.
9. Tickets will only be valid for Guardians of the Galaxy until 31st October 2014.

KASPERSKY LAB 'GUARDIANS OF THE GALAXY'

CINEMA TICKET PROMOTION

PROMOTER: Kaspersky Lab UK Ltd Registered Office 30-34 New Bridge Street, London, EC4V 6BJ.
Registered in England and Wales Number 03654151.

TERMS & CONDITIONS

- Each e-code may be exchanged for one standard adult or child ticket for any 2D performance at any Cineworld cinema in the UK or Republic of Ireland.
- Ticket subject to availability; uplift charges for 3D, D-Box, IMAX, event cinema, if applicable, are payable; not valid for special Unlimited screenings; VIP/premium seating excluded; not valid for tickets for The Screening Rooms, Cheltenham, Glasgow Science Centre or Picturehouse cinemas.
- Each e-code may be used once only to book a cinema ticket online at www.cineworld.co.uk, or can be exchanged for a ticket at the box office of any Cineworld cinema box office (not valid for redemption via the Cineworld telephone booking service).
- When booking online using the e-code (i) credit/debit card information must be provided (for processing purposes) and (ii) a booking/processing fee of 50p per person for whom a seat is booked will apply (full T&Cs available at www.cineworld.com/terms). Customers who do not wish to pay the fee can exchange this voucher for a ticket in person at the cinema.
- E-code expires on 31st October 2014. After this date the e-code will be cancelled and no refund will be given.
- E-codes may not be used in conjunction with any other offer from Cineworld..
- Use of e-code and ticket subject to Cineworld's Website Terms of Use and Terms of Entry available at <http://www.cineworld.co.uk/terms>.
- No cash alternative; the Unique Reference Number, e-code and/or ticket are not transferable and may not be re-sold.
- Please keep the Unique Reference Number and the e-code in a safe place. It is not replaceable if lost or stolen and no refund will be given.
- Cineworld reserves the right to amend these T&Cs at any time and without notice. These T&Cs and any related disputes are subject to interpretation under the laws of England and Wales, and to the jurisdiction of the courts of England and Wales unless your residential address is in Scotland, when Scottish law applies or in the Republic of Ireland, when Irish law applies.
- Offer open to UK and Channel Island residents aged 16 and over only, except employees of Kaspersky Lab, the employees of their affiliates, or their immediate families, or anyone professionally connected with the promotion.
- To claim your free pair of cinema tickets for Guardians of the Galaxy 2D film at Cineworld:
 - Purchase a promotional copy of Kaspersky Lab PURE Total Internet Security software from www.kaspersky.co.uk/store between 00:01 on 28th July 2014 and 23:59 on 16th September 2014
 - Visit the promotion redemption site <https://www.cinemarewards.net/kaspersky/>
 - between 00:01 on 28th July 2014 and 23:59 on 16th September 2014 and enter your Unique Reference Number provided within your Kaspersky Lab PURE purchase confirmation email, together with your name and email address
 - Redeem your e-codes on the Cineworld website or at any participating Cineworld box office, for cinema tickets on or before the last screening of Guardians of the Galaxy.
- Offer limited to 10,000 promotional packs of Kaspersky Lab PURE Total Internet Security software, with a total of 10,000 pairs of cinema tickets for Guardians of the Galaxy. Every attempt will be made by Kaspersky Lab to remove any advertising materials relating to the promotion before stocks run out to avoid disappointment.
- Offer open to new as well as to existing Kaspersky customers who upgrade to PURE Total Internet Security during the promotional period.
- Offer excludes annual subscriptions of Pure Total Internet Security renewed automatically via 'Auto-Renewal'.
- Offer only valid on consumer sales directly through www.kaspersky.co.uk. Offer not available through Kaspersky retail or reseller partners.
- No third party or bulk voucher claims will be accepted. Claims received by any other means (e.g. in the post) will be rejected. Only one pair of promotional e-codes per qualifying person with a Unique Reference Code.
- Each Unique Reference Number provided by Kaspersky Lab can be redeemed for two free cinema tickets to a standard Guardians of the Galaxy 2D film screening (or partially redeemed against a 3D showing) Monday to Thursday only at a participating Cineworld cinema on or before the last screening of the film.
- A 50p booking fee per ticket will be charged when redeeming the e-codes for free cinema tickets online. You will not be charged to redeem your e-codes at the box office.
- The e-codes are not valid for "premium" content films including IMAX, D-Box, Alternative Content, Special Advance Screenings, VIP Boxes or premieres, previews or premium seating.
- The claimant's use of an e-code is subject to the Cineworld standard terms and conditions, including refusing entry where the claimant (or their guest) is not of the required age to view Guardians of the Galaxy. The cinema manager's decision is final in this regard.
- Unique Reference Numbers and e-codes may not be sold or exchanged for any other service. The offer is as stated and there is no cash alternative.
- Kaspersky Lab, Filmology and Cineworld reserve the right to reject any voucher claim if justified reasons exist, including for instance breach of these terms and conditions or any attempts to manipulate the participation in this promotion.
- Kaspersky Lab accepts no responsibility for (i) any voucher claim, which, due to a technical error or any other reason, is not submitted or is delayed. Proof of submitting a claim is not proof of receipt by the Promoter; (ii) any voucher that is lost or not received due to a technological error or any other reason; (iii) any technical issues, system or software failures encountered on the Website.
- Kaspersky Lab shall be absolutely liable in the case of intent, gross negligence and in case of the slightly negligent breach of a material contractual obligation (material obligation). In all other cases, liability for ordinary negligence shall be limited to typical and foreseeable damage. Liability for indirect and consequential damage shall be excluded provided that this is legally permissible. The aforementioned limitations and exclusions shall only apply where legally permissible and shall not apply to mandatory liability.
- Kaspersky Lab reserves the right to suspend or alter the participation in this promotion in the event of exceptional circumstances beyond its reasonable control.
- By participating in this offer, claimants agree to be bound by these terms and conditions.
- Should individual provisions of these terms and conditions be or become ineffective this shall not affect the validity of the remaining provisions hereof. In this event, the invalid provision shall be replaced by an appropriate provision that most closely approximates the invalid provision.