

McDonald's FIFA World Cup™ 2026 In-App Game Terms and Conditions

1. Introduction and Acceptance

These Terms and Conditions govern the rules applicable to the FIFA World Cup™ 2026 game made available within the McDonald's Application.

Participation in the game is subject to the acceptance of these Terms and Conditions through the McDonald's application. These Terms and Conditions constitute an integral annex to the McDonald's Mobile Application Loyalty Card Terms of Use.

In order to benefit from any rewards obtained through the game, users must also be registered members of the MyMcDonald's loyalty program.

2. Validity Period of the Game

The game shall be accessible exclusively via the McDonald's mobile application between 10 June 2026 and 19 July 2026.

3. Participation Requirements and Account Security

a. Account Requirement:

Participation in the game requires an active McDonald's account.

b. Single Account Rule:

Participation is limited to 1 (one) account per individual. In the event that multiple accounts are detected under the same user, access to the game may be restricted.

c. Security:

Users are solely responsible for maintaining the confidentiality and security of their device and account login credentials.

4. Game Mechanics and Skill-Based Gameplay

a. Core Gameplay:

The game is a skill-based shooting game in which users direct virtual footballs towards targets using touch controls and attempt to exceed a predetermined score. As players complete daily objectives, the target score increases progressively.

b. Daily Missions:

Four rotating mini-games—*Keepy Uppy*, *Where's Grimace?*, *Stadium Delivery*, and *Halftime Chef*—provide in-game advantages in the core gameplay. Objectives within these mini-games may vary daily and enable players to unlock upgrades for the main game.

c. Absence of Chance-Based Elements:

Game outcomes depend solely on the player's skill, including timing, direction control,

power adjustment, and use of touch controls on the participant's device. No Random Number Generator (RNG) is used.

5. McNugget Buddies and Loyalty Points Usage Mechanism

a. Collection:

Users may collect up to a maximum of 42 (forty-two) unique McNugget Buddies.

b. Missed Days:

In the event that a user misses a daily mission, they may use MyMcDonald's loyalty points to unlock the missed Buddy and its associated in-game advantage. Such transaction may be performed in exchange for 50 loyalty points.

Any transaction carried out through the use of loyalty points shall be irrevocable, non-cancellable and non-refundable.

6. Rewards

a. Selection of Winners:

Upon exceeding the pre-defined target score at the start of the game, users shall be entitled to select one of 2 (two) reward options offered daily.

b. Consolation Prize:

A consolation prize shall be awarded after 3 (three) unsuccessful attempts.

c. Limitation:

Each user may win a maximum of 1 (one) reward per day.

d. Delivery and Terms of Use:

Rewards shall be issued as digital coupons and credited to the user's loyalty account. The use of digital coupons is subject to availability, service hours, and stock conditions.

Rewards may not, in whole or in part, be converted into cash or any alternative; and may not be transferred, divided, sold, or gifted to third parties.

In accordance with the McDonald's Mobile Application Loyalty Card Terms of Use, any unused rewards shall automatically expire upon the end of their validity period. Within the scope of this game, such period is determined as 7 (seven) days.

7. Privacy

User data shall be processed in accordance with the purposes set out at:

<https://www.mcdonalds.com.tr/aydinlatma-metni.pdf>

8. Accessibility and Technical Matters

a. Display:

The game is optimized for portrait (vertical) mode. On non-standard screen ratios (e.g., foldable devices), the display may include margins.

b. Functionality:

The game experience has been designed to be compatible with color vision deficiency considerations, and audio usage is optional.

c. Compatibility:

Due to high-speed response requirements, the game does not support screen reader software or voice control applications.

d. Disclaimer:

McDonald's shall not be held liable for any technical malfunctions or internet interruptions affecting gameplay or reward allocation.

9. General Provisions

Ownership of all visual materials associated with the game, as well as all trademarks and other intellectual property rights used in connection with the game and any related advertising or promotional activities, belongs to the respective rights holder.

Users agree and undertake to use the game solely for participation in accordance with these Terms and Conditions and not for any other purpose.

Any rewards that are, in the reasonable assessment of the rights holder, generated or allocated erroneously due to technical errors, system failures, or similar reasons, or that are expired, improperly issued, or obtained through fraudulent, automated, or unauthorized actions (including but not limited to manipulation of game mechanics, device settings, software, or network conditions), or in violation of these Terms and Conditions, shall be deemed null and void.

In respect of any such invalid reward, the participant's sole and exclusive remedy shall be the issuance of an equivalent replacement reward.

The rights holder reserves the right, at its sole discretion, to cancel, withdraw, or withhold any rewards allocated to a participant and/or to retroactively restrict, suspend, or disqualify such participant from the game if it determines that the participant has failed to meet participation requirements, has acted in breach of these Terms and Conditions, or has abused or interfered with the operation of the game. In such cases, related participations, rewards, and winnings may be deemed invalid without any liability.

10. Intellectual Property Rights

All McDonald's trademarks indicated with [™] or [®] in these Terms are registered or unregistered trademarks of McDonald's Corporation and its affiliates.

All visuals, designs, elements, and characters developed in connection with the game, as well as all trademarks and trade names included in the Terms and Conditions and in

advertising and promotional materials, are the property of their respective rights holders, and all related rights are reserved.

Anadolu Restoran İşletmeleri Limited Şirketi
Büyükdere Cad. Özsezen İş Merkezi No:122/9
Şişli / İstanbul