

Pop-Tarts NFL London Games Shopper Activation

Short Terms & Conditions

*GB only. 18+. Opens 00:00 01.09.25 and closes 23:59 10.10.25. Internet access, smart phone and registration for Kellogg's account required. Winners must be available on the event dates specified below. Prizes are date-specific and non-transferable. Travel and accommodation are the winner's responsibility. To enter, scan the QR code on in-store media or visit https://town.kelloggs.com/en_GB/poptart-nfl/home-page.html, register/sign in to your Kellogg's account, enter your details and select your preferred 2025 NFL London Game. 3 prize draws for 10 pairs of ticket prizes total. Prize Draws: Game 1: Minnesota Vikings v Cleveland Browns – Tottenham Hotspur Stadium on 5 Oct 2025 (4 pairs of tickets to be won, closes 23:59 15.09.25) | Game 2: Denver Broncos v New York Jets – Tottenham Hotspur Stadium, 12 Oct 2025 (4 pairs of tickets to be won, closes 23:59 22.09.25) | Game 3: LA Rams v Jacksonville Jaguars – Wembley Stadium, 19 Oct 2025 (2 pairs of tickets to be won, closes 23:59 29.09.25). Entry Limits: Draw Period 1 for Game 1 (closes 23:59 15.09.25): max 3 entries per person, 1 per game | Draw Period 2 for Game 2 (closes 23:59 22.09.25): max 2 entries per person, 1 per game | Draw Period 3 for Game 3 (closes 23:59 29.09.25): max 1 entry per person. All ticket prizes include a £300 contribution toward travel and expenses paid via BACS transfer to UK bank account. Winners will be contacted by email and must respond within 72 hours, or their prize may be forfeited. Winners will be contacted via phone call if they have not responded within 48 hours. Final draw: All valid entries will be entered into a final prize draw, conducted at the end of the promotional period, for the chance to win one of 50 NFL merchandise prizes total: 20x NFL Jerseys and 30x NFL merch bundles worth up to £50 each. Max 1 prize per household. Winners will be asked for their preference from a selection of teams available. NFL merchandise prizes are subject to availability. For full T&C's visit: https://www.kelloggs.co.uk/en_GB/offers-and-promotions.html.

Promoter: Kellogg Europe Trading Limited, Three, Dublin Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5

Long Terms & Conditions

1. These terms and conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. Entry instructions are deemed to form part of the Terms and Conditions and by participating, all entrants will be deemed to have accepted and be bound by the Terms and Conditions. Please retain a copy for your information.
2. This ("**Promotion**") is open to GB residents only (England, Scotland & Wales) aged 18 and over.
3. The Promoter and Data Controller is Kellogg Europe Trading Limited and the registered address is Three, Dublin Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5.
4. The Data Processor and entity responsible for Winner Selection is LTIMindtree, corporate Office at Technology Tower 1, Gate No.5, Saki Vihar Road, Powai, Mumbai – 400072, India.bank

5. The Third Party Prize Fulfilment Agency is Cloud Nine Incentives Ltd, Market House, Silver End, Olney, Bucks, MK46 4AL.
6. Employees of Kellogg Europe Trading Limited, Three, Dublin Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5, its subsidiaries, other group companies, its agents or anyone else associated with the administration of this Promotion may not enter the Promotion.
7. No purchase necessary.
8. The promotion is open from 00:00 on 01.09.25 and closes at 23:59 on 10.10.25 (the 'Promotional Period'). Any entries received outside this period will not be accepted.
9. Maximum 3 entries per Kellogg's account (1 for each game), for the duration of the Promotion. Maximum 1 prize per household.
10. To enter prize draws for NFL 2025 London Games Tickets:
 - i) Scan the QR code visible on in-store media or visit https://town.kelloggs.com/en_GB/poptart-nfl/welcome.html
 - ii) Click on the Pop-Tarts x NFL pin on Kellogg's Town;
 - iii) Login to or register for a Kellogg's account;
 - iv) Enter your full name, mobile number and address;
 - v) Select your preferred NFL Team and Size for the Jersey and Merch prizes;
 - vi) Agree to the Terms and Conditions;
 - vii) Click 'Enter the Draw';
 - viii) Select your preferred NFL 2025 London Game/s (see details at clause 17, below).
11. Users can enter all three games, so long as the entry window for the game is still open (as per clause 22). Once a game has been entered, it will be labelled as 'claimed'. If the entry window for a game has closed, it will be labelled 'No longer available' and can no longer be selected.
12. All valid entries received for the NFL 2025 London Games will also be automatically entered into a final prize draw, conducted at the end of the promotional period, for the chance to win NFL merchandise prizes (outlined in Clause 35).
13. Internet access, smart phone, Kellogg's account, full name, email address and mobile number is required for entry. Mobile phone required to contact the winner if no response is received via initial e-mail contact. Entrants who make an entry on someone else's behalf will be disqualified, at the Promoter's discretion.
14. Please ensure all personal details are up to date as they will be used for contact, verification and fulfilment of merch prizes if you are winner. If your personal details (full name, mobile number and address) change during the promotional period since entry, they can be updated on your

Kellogg's account profile.

15. Entries (bulk or otherwise) made from trade, syndicates, consumer groups or third parties will not be accepted. If it becomes apparent that an entrant has entered multiple times or is using a computer(s) to circumvent this or any other condition by, for example, the use of 'script', 'brute force' or any other automated means, that person's entries will be disqualified and any prize award will be void.
16. Incomplete, illegible, invalid or misdirected entries will not be accepted. Entrants will receive a 'Thanks for entering' page which is recognition of their entry. The Promoter takes no responsibility for entries delayed, incomplete or lost due to technical reasons or otherwise.

Prize Details – NFL 2025 London Games Tickets

17. There are a total of 10 x NFL London Games Ticket prize packages available to be won:
 - i) **'Game 1'** Minnesota Vikings v Cleveland Browns – Tottenham Hotspur Stadium (5 Oct 2025): 4 pairs of tickets to be won in total.
 - ii) **'Game 2'**: Denver Broncos v New York Jets – Tottenham Hotspur Stadium (12 Oct 2025): 4 pairs of tickets to be won in total.
 - iii) **'Game 3'**: LA Rams v Jacksonville Jaguars – Wembley Stadium (19 Oct 2025): 2 pairs of tickets to be won in total.
18. All NFL London Games ticket prize packages include a £300 cash prize, as a contribution toward travel and expenses, paid via BACS transfer to UK bank account.
19. The NFL London Games ticket prize packages are valid for a maximum of 2 adults (18+).
20. All NFL London Games tickets are subject to applicable terms and conditions, which are as set out here: <https://www.eticketing.co.uk/nfl-tottenham/Common/CustomPage/Index/1n>
21. The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions, LLC, NFL International, LLC, NFL International Licensing, Inc., NFL International Limited, NFL Players Association, NFL Players Incorporated, and each of their respective direct and indirect subsidiaries, affiliates, direct and indirect shareholders (and their direct and indirect subsidiaries), officers, directors, agents, members, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. The NFL Entities have not offered or sponsored this promotion in any way. Employees of the NFL Entities are not eligible to enter this promotion.

Prize Draws, Winner Notification and Claiming – NFL 2025 London Games

22. There are a total of 3 prize draws for a total of 10 pairs of NFL 2025 London Games tickets:

- i) **Prize Draw Period 1** for Game 1: Opens 00:00 01.09.25 and closes 23:59 15.09.25. Max 3 entries per person, 1 per game.
 - ii) **Prize Draw Period 2** for Game 2: Opens 00:00 16.09.25 and closes 23:59 22.09.25. Max 2 entries per person, 1 per game (if not already entered in the first prize draw)
 - iii) **Prize Draw Period 3** for Game 3: Opens 00:00 23.09.25 and closes 23:59 29.09.25. Max 1 entry per person (if not already entered in the first or second prize draw)
23. The 10x prize winners for the NFL 2025 London Games tickets will be drawn at random by an independent adjudicator from all the valid entries received and verified by the Promoter within 24 hours of the Draw Period close date. Winners will be contacted by email within 72 hours of the draw.
24. Winners must respond to the email to confirm their prize within 72 hours of receipt, and will be contacted via phone call if they have not responded within 48 hours.
25. If their prize is not claimed within 72 hours of first notification or a Winner is ineligible or rejects their prize, the Promoter reserves the right to draw an alternative Winner (using the same mechanism as for the original Winner) and the original Winner will forfeit any rights to a prize. The process will repeat for a period of 7 days after the Draw Period closing date, after which the prize will be null and void. It is the responsibility of the entrant to ensure that they respond to the Winner notification email. Entrants are encouraged to monitor their connections during this time in case they are a Winner.
26. Winners must hold a valid UK bank account and are responsible for providing correct, up-to-date bank account details when accepting the prize. The Promoter cannot be held responsible for winners failing to supply accurate information which affects prize acceptance or delivery of their prize.
27. Once the winner has successfully confirmed all details for prize fulfilment, including bank details for the cash prize, their prize will be fulfilled. The tickets to the 2025 NFL London Games will be delivered as e-tickets to the Winner's email address provided on account registration, up to 5 working days prior to the date of the pre-selected game and the cash prize will be delivered via BACS transfer also up to 5 working days prior to the date of the pre-selected game. If tickets are forfeited the cash prize can not be claimed. If a prize Winner does not receive their prize within 5 working days of their specified game, please contact us here:
https://www.kelloggs.co.uk/en_GB/contact-us.html.
28. It is the responsibility of the Winner to plan and arrange transportation to and from the NFL London Game. All costs of transportation are also the sole responsibility of the Winner, although the winner will receive £300 cash prize via BACS transfer to contribute towards costs.
29. The winner must be aged 18 years or older. The Data Processor reserves the right to verify the age of the winner and their guests by requesting copies of valid photo identification. If such identification shows that the winner is under 18 years old, the prize will be forfeited. If identification provided for a winner's guest shows that the guest is under 18 years old, the winner will be asked to nominate a replacement guest who is aged 18 or older. Any failure by the winner to respond to requests for guest nomination or identification may result in the

prize being forfeited.

30. The winners and guests are responsible for all expenses not expressly stated in these terms and conditions as being included as part of the prize. All other costs and expenses incurred including, but not limited to additional travel, transfers, excursions, accommodation, meals and drinks as required, spending money, tips and other gratuities are the winner's and their guests' own responsibility.
31. NFL London Games tickets are date specific and non-transferable. No alternative prize will be provided, except that in the event of circumstances outside of its control, the Promoter reserves the right to substitute a similar prize of equal or greater value. If the Winner cannot attend due to availability, the prize will be forfeited and a new Winner will be drawn.
32. The Promoter will provide the NFL with information (including the winner and any guest's name and address) of any winner and their guest for prize administration. The NFL will not otherwise use winners' personal details for reasons other than the above, unless lawfully permitted to do so or as otherwise set out in their privacy notice (which can be found at <https://www.nfl.com/legal/privacy/>). The winner must bring this privacy notice to the attention of their guest and the winner agrees to do this prior to providing any personal information of their guests to the Promoter to provide to the NFL.
33. Winners and their guests will be subject to a name check against any club, venue or sporting Banning Orders as well as the National Police Database. Those who have any sport banning order, are banned from any sports events or are on a list of known "hooligans" will be disqualified and will not be entitled to any form of alternative prize or compensation. If a winner's guest is subject to a club banning order or court banning order, then they are not eligible for the Prize, and the winner will need to identify a different guest.
34. The winner is responsible for the behaviour of themselves and their guest whilst taking the prize. The Promoter reserves the right in its absolute discretion to exclude the winner and/or their guest from participation in any aspect of the prize if any party fails to comply with the directions of the Promoter or any companies associated with the prize or if the winner and/or their guest act in a manner that is dangerous to themselves or to the public or is, in the opinion of the Promoter, anti-social in any manner or which causes a disturbance or nuisance to others. Failure to comply with these Terms and Conditions may result in the prize being retracted.

Prize Details – NFL Merchandise

35. There are a total of 50x merchandise prizes available to be won, as follows:
 - i) 20x NFL Jerseys
 - ii) 30x NFL Merch Bundles, worth up to £50 each, consisting of a beanie and scarf.
36. Preference of NFL Team and Jersey Size will be obtained at point of entry, however these are subject to availability and there is no guarantee that winners will receive their preference. If the winner's choice is not available, the Promoter will endeavour to work with the winner to

minimise any undue disappointment.

Prize Draw, Winner Notification and Claiming – NFL Merchandise

37. The 50x merchandise prize winners will be drawn at random by an independent adjudicator from all the valid entries received during the Promotional Period and verified by the Data Processor by 15.10.25.
38. The winners will be contacted within 5 working days of the draw date via email, using the registered email address used to enter the promotion. A follow-up call will be made to the mobile phone number used to enter the promotion in the event the winner cannot be contacted via email. To claim, the winner must reply to the e-mail providing their full name, proof of ID including age to acknowledge their prize and confirm permission for their details to be provided to the Third Party Prize Fulfilment Agency. Once the winner has given their permission for their details to be transferred, provided the details requested and the completion of the verification process, they will be contacted by the Third Party Prize Fulfilment Agency via email.
39. All reasonable effort will be made to contact the winners using the e-mail address they provide upon entry, however, if their prize is not claimed within 14 days of first notification or the winner is ineligible or rejects their prize, the Promoter reserves the right to draw an alternative winner (using the same mechanism as for the original winner) and the original winner will forfeit any rights to the prize. The process will repeat until an eligible winner is able to claim the prize, for a period of 3 months after the closing date, after which the prize will be null and void. It is the responsibility of the entrant to ensure that they respond to the winner notification email and provide the details requested to the email address provided. Entrants are encouraged to monitor their connections during this time in case they are the winner.
40. The Promoter will endeavour to deliver NFL Merchandise prizes within 28 days of the delivery address being confirmed. NFL Merchandise prizes will be delivered via courier by the Third Party Prize Fulfilment Agency. All NFL merchandise prizes are subject to availability.
41. No cash or other alternative prize will be provided in whole or in part, except in the event of circumstances outside its control, in which case the Promoter reserves the right to provide an alternative prize, or part of the prize, of equal or greater value.

General

42. It is the responsibility of the winner to provide their correct, up-to-date details when confirming acceptance of their prize in order for the prize claim to be processed. The Promoter cannot be held responsible for the winner failing to supply accurate information which affects prize acceptance or fulfilment of their prize.
43. The decision of the Promoter is final. No correspondence will be entered in to.
44. Under no circumstances will the Promoter and it's associated agencies be liable (unless such liability cannot be lawfully excluded) for any losses, damages, costs or expenses arising from or

in any way connected with the promotion except for any liability which cannot be excluded by law (including personal injury, death and fraud) in which case that liability is limited to the minimum allowable by law.

45. The prize winner's surname and county of residence will be available for 3 months after the closing date by contacting Kellogg's https://www.kelloggs.co.uk/en_GB/contact-us.html. We reserve the right to refuse such requests. Entrants can object to disclosure, or request that disclosure be limited in scope by contacting. We may nevertheless disclose the information to the Advertising Standards Authority if required to do so.
46. Winners may be requested, but is not obliged, to enter into publicity as a result of the promotion.
47. The Promoter reserves the right to verify all entries including but not limited to asking for proof of purchase and ID (passport, driving licence or equivalent). The Promoter reserves the right to refuse to award the prize or withdraw prize entitlement and/or refuse further participation in the promotion and disqualify the entrant where there are reasonable grounds to believe there has been a breach of these Terms and Conditions, the spirit of the promotion, any instructions forming part of this promotion's entry requirements or otherwise where an entrant has gained unfair advantage in participating or won using fraudulent means.
48. If for any reason any aspect of this promotion is not capable of running as planned, including by reason of infection by computer virus, network failure, traffic congestion, bugs, tampering, unauthorised intervention, fraud, technical failures or any other cause beyond the control of the Promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this promotion, the Promoter may in its sole discretion cancel, modify or suspend the promotion or invalidate any affected entries.
49. If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these Terms and Conditions (including but not limited to global or regional health crises, weather conditions, fire, flood, strike, hurricane, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, epidemic, pandemic, famine, plague or other natural calamities and acts of God), the Promoter will not be liable for any failure to perform or delay in performing its obligation but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.
50. The Promoter has no control over internet or communication networks and is not liable for any problems associated with them due to traffic congestion, technical malfunction or otherwise. The Promoter will not be held liable to any individual for any fraud committed by any third party nor for any event beyond its control including, but not limited to, user error and any network, computer, hardware or software failures of any kind which may restrict, delay or prevent an entrant's entry to the promotion.

51. We are committed to protecting your privacy. Kellogg Europe Trading Limited will only process your Information for the following purposes: (1) To administer this promotion in line with the terms and conditions, and (2) to contact you in relation to future promotions and for marketing purposes. We will never sell your data to third parties but may combine your data with data from other sources in order to build anonymised/pseudonymised profiles for targeted advertising. Your data will be processed and held on servers located in the United States. The Promoter has ensured that any processors we use are obligated under EU Standard Contractual Clauses to ensure data protection compliance. We will hold your data as long as your consent is valid and you wish to receive marketing communications. You have the right to access your data, withdraw your consent, or to have your data erased. You also have the right to contact a data protection supervisory authority. For further questions on how we use your data, please see our Privacy Policy www.kelloggs.ie/en_IE/privacy-notice.html . You can request access to your personal data, or have any inaccuracies rectified, by sending an email to DataPrivacyOfficer@kellanova.com.
52. By participating in the promotion, you agree to the use of your personal data as described above.
53. If any of these clauses should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these Terms and Conditions and the remaining clauses shall survive and remain in full force and effect.
54. These Terms and Conditions shall be governed by English and Welsh law and their interpretation and application will be subject to the exclusive jurisdiction of the courts of England and Wales.