

Summary Terms and Conditions

18+ only. UK residents only. 00:01 Monday 22.06.26 – 23:59 19.07.26. No purchase necessary. To enter, visit www.eflcompetition.kelloggs.com log in or create a Kellogg's account, and answer the question "Let us know your preferred team?" by selecting from the dropdown. 3x grand prizes: a signed shirt from an EFL club of the winner's choice, subject to availability. 10x runner up prize bundles: each consisting of 1x Footbowl, 1x Football, 1x Kellogg's Football Shirt, 1x Backpack. 3x grand prize winners and 10x runners up will be randomly selected after the competition closes. Internet access and a valid Kellogg's account required. Max 1 entry per person. An optional survey will be presented after entry but is not required to participate or to be eligible to win. Visit https://www.kelloggs.co.uk/en_GB/offers-and-promotions.html for full T&Cs & prize details. Promoter: Kellogg Europe Trading Limited, Three, Dublin Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5

Full 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 UK residents only (England, Scotland, Wales & NI) 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 Winner Selector is LTI Mindtree, corporate Office at Technology Tower 1, Gate No.5, Saki Vihar Road, Powai, Mumbai – 400072, India
5. The fulfilment contacts are Kellogg Europe Trading Limited, and the registered address is Three, Dublin Airport Central, Dublin Airport, Dublin, Ireland, K67 Y7E5.

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; however, internet access, a valid email address and a contact phone number are required.
8. Maximum of 1 entry per person. Maximum of 1 prize per household.
9. Promotional Period: Open from 00:01 22.06.26 and closes 23:59 19.07.26 (the 'Promotional Period'). Any entries received outside this period will not be accepted.
10. To enter the prize draw, entrants must: (i) visit www.eflcompetition.kelloggs.com (ii) log in to an existing Kellogg's account or create a new Kellogg's account; and (iii) answer the question "Please let us know your preferred team?" by selecting a team from the dropdown menu provided. Submission of a completed answer to the entry question constitutes a valid entry into the prize draw. The winners and runners up will be drawn at random from all valid entries received during the Promotional Period by LTI Mindtree.
11. Following submission of their entry, entrants will be directed to an optional survey page. Completion of the survey is not required to enter the prize draw and will not affect an entrant's eligibility to win.
12. A valid Kellogg's account is required to enter. Entrants may either log in to an existing Kellogg's account or register for a new account at the point of entry. Account registration requires a valid email address and other personal details as specified on the registration page. By creating an account, entrants agree to Kellogg's account terms and privacy policy.
13. Internet access, full name, mobile number, and email address is required for entry.
14. 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.

15. Incomplete, illegible, invalid or misdirected entries will not be accepted. Proof of sending will not be accepted as proof of delivery. The Promoter takes no responsibility for entries delayed, incomplete or lost due to technical reasons or otherwise.
16. Entrants who make an entry on someone else's behalf will be disqualified, at the Promoter's discretion.

Prize Details: Signed EFL Club Shirt and Kellogg Bundle

17. 3x Grand Prizes: A signed shirt from an EFL club of the winner's choice, subject to availability. Availability of specific clubs is limited and not guaranteed. In the event that a winner's preferred club shirt is unavailable, an alternative EFL club shirt will be offered.
18. 10x Runner Up Prize Bundles: Bundles consist of 1x Footbowl, 1x Football, 1x Kellogg Football Shirt, 1x Backpack.
19. Prizes will be fulfilled by the Kellogg's Consumer Voice Team, and winners will be contacted within 14 days after the competition closes on 19.07.26 via the email address provided on entry.
20. Prizes are non-negotiable and non-transferable.
21. Once the prizes have been issued and delivered to the winner's email address, it is the responsibility of the winner. The promoter will not issue any replacement prizes.

Winner Selection, Notification and Claiming: Signed EFL Club Shirt and Kellogg's Bundle

22. The 3x grand prize winners and 10x runners up will be drawn at random by an independent adjudicator from all the valid entries received during the Promotional Period

and verified by the Promoter within 5 days of the promotion closing date 19.07.26. A winner will be redrawn if the drawn winner has previously won a prize in this Promotion. Winners and runners up will be clearly notified whether they have won the grand prize, or the runner up prize.

23. The winners of the prizes will be contacted within 14 working days of the draw closing date via email using the email address used to enter the promotion. To claim, the winners must reply to the email providing their full name, address and proof of ID including age within 5 working days of initial notification. All information provided will be used in conjunction with the privacy policies at www.kelloggs.ie/en IE/privacy-notice.html
24. All reasonable effort will be made to contact the winners of the prizes 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 by providing the details requested to the email address provided. Entrants are encouraged to monitor their connections during this time in case they are the winner.
25. The Promoter will endeavour to deliver the prizes within 28 days of the winner confirmation.
26. **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.**
27. No cash or other alternative prize will be provided in whole or in part, except in the event of circumstances outside its control, the Promoter reserves the right to provide an alternative prize, or part of the prize, of equal or greater value.

28. The winners and runners up must be aged 18 years or older. The Promoter reserves the right to verify the age of the winner by requesting copies of valid photo identification. If such identification shows that the winner is under 18 years old, the prize will be forfeited.

General

29. 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.

30. 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.

31. 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.

32. 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.

33. 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. Prize fulfilment will be managed in line with Kellogg's privacy policy https://www.kelloggs.ie/en_IE/privacy-notice.html.

34. By participating in the promotion, you agree to the use of your personal data as described above.
35. 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.
36. These Terms and Conditions, and any dispute or claim arising in connection with them, shall be governed by the laws of England and Wales. However, if you are a resident of another part of the United Kingdom other than England and Wales, you will also benefit from any mandatory provisions of the law of that part of the United Kingdom in which you reside, and you may bring legal proceedings in the courts of that part of the United Kingdom.