

Kellogg's Loaded Bowls Competition

SHORT TERMS AND CONDITIONS

UK only, 18+. Promotional Period: Opens 09:00 08.10.25 and Closes 23:59hrs 29.10.25. To enter the competition post your Loaded Cereal Bowl on TikTok, Instagram, or Facebook with the hashtag #KelloggsLoadedBowls in the caption, and tag Kelloggs UKI social account within the Promotional Period. Internet access & public social media account required. No purchase necessary. Prize: £1,000 GBP via bank transfer. By posting, you consent to your personal data being used for the purposes of this promotion and your content being reposted on Kelloggs social accounts. Visit https://www.kelloggs.co.uk/en_GB/offers-and-promotions.html for full T&Cs and exclusions. Promoter: Kellogg Europe Trading Limited

LONG TERMS AND CONDITIONS

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.

The Promoter:

Kellogg Europe Trading Limited of 3 Dublin Airport Central (DAC), Dublin Airport, Dublin, K67X4X5 (a company registered in the Republic of Ireland with number 387390) ('Promoter').

Fulfilment:

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Promotional Period:

1. Opens 09:00hrs Wednesday 08.10.2025 and closes at 23:59hrs Wednesday 29.10.2025 ('Promotional Period').

How to enter:

2. To enter this promotion, you will need to post your Loaded Cereal Bowl containing Kelloggs cereal available in the UK on TikTok, Instagram or Facebook with the hashtag #KelloggsLoadedBowls in the caption, and tag Kelloggs on the relevant social account below within the Promotional Period.
 - a) <https://www.facebook.com/KelloggsUK>
 - b) <https://www.instagram.com/kelloggs.uki/>
 - c) <https://www.tiktok.com/@kelloggs.uki?lang=en>
3. Entries that have been generated by an automatic means will be void. Maximum 3 entries per person
4. To participate in this Promotion, participants must have access to the internet and have or obtain a TikTok/Instagram/Facebook Account, which must be public. Participants may only participate online.
5. The Promoter monitors responses to this promotion and if any responses or any previous posts made by an entrant are, or could be regarded, as being disrespectful towards other members of the online community or which contain anything which is likely to or could cause offence or distress will be disqualified from the promotion. As someone who enters the promotion, your use on TikTok, Instagram and Facebook is subject to the platform's Terms Of Use: <https://www.tiktok.com/legal/page/eea/terms-of-service/en>, <https://www.facebook.com/legal/terms/>, <https://help.instagram.com/581066165581870/>
6. By submitting an entry, each participant grants to the Promoter a non-revocable, worldwide, royalty- free licence to use the copyright and other intellectual property rights vesting in their entry for all purposes connected with

this Promotion, including but not limited to display on the Promoter's website and any other website or re-posting/sharing the content on social media channels of the Promoter and use of the entry, or part(s) of the entry, in marketing materials relating to this Promotion.

Entries will be deemed invalid if any response:

- i) contains defamatory, malicious, indecent or other inappropriate content;
- ii) Contains any content that is offensive or could reflect negatively on the name, reputation, or goodwill of the Promoter or any brand partner;
- iii) Promotes any political, blasphemous or religious agenda or any content deemed to incite religious or racial hatred
- iv) in the reasonable opinion of the Promoter, cause any widespread or serious offence (taking into account prevailing community views or standards);
- v) Defames, misrepresents, or contains content for the intended purpose of harassing, threatening or embarrassing individuals or multiple individuals or insults other people or companies, including, but not limited to the Promoter (including its partners);
- vi) Contains any images of children;
- vii) contains content deemed socially irresponsible or likely to breach the CAP Code.
- viii) Any account name or profile photograph which contravenes the above will be void, and any entries will not count.

Eligibility:

- 7. Entrants must be residents of the United Kingdom (England, Scotland, Wales and Northern Ireland). Entrants must be aged 18 years and over. Employees of the Promoter, their immediate families, affiliates, agents or anyone else professionally connected with this Promotion are excluded from entering.
- 8. No purchase necessary.
- 9. Entrants will require internet access and a public TikTok/Instagram/Facebook account. If you do not have an account, you will need to create one in order to participate – you will require an active email address in order to do this.
- 10. The entrant entering the promotion must be the owner of the TikTok/Instagram/Facebook account used. Proof of ownership of the social media account and proof of age may be required.
- 11. Any entries received from private accounts on TikTok/Instagram/Facebook will not be entered due to privacy restrictions. To enter from a private account, participants must amend their account settings to a public account in order for their entry to be accepted.
- 12. Entrants must have owner's permission before using a computer, device and/or internet access which is not owned or paid for by the entrant to enter the Promotion. The Promoter will not be liable for any internet or mobile connection, or other charges incurred in entering the Promotion.
- 13. Entry can only be made on TikTok/Instagram/Facebook, there is no other route of entry.
- 14. Entries submitted after the closing date will not be included in this competition.
- 15. DO'S
 - a) Refer to the examples given in original video on Kelloggs socials
 - b) Use 18+ audience age gating
 - c) Use #KelloggsLoadedBowls in your post copy
 - d) Include Kelloggs cereal within your content
 - e) Tag Kelloggs UKI social account
- 16. DON'TS
 - a) Tag the video #AD, #advertisement, #sponsored by Kelloggs or similar.
 - b) Make unsubstantiated claims and statements that appear factual (unless pre-approved):
 - c) Use UGC without permission.
 - d) Feature anyone u18. You are responsible for obtaining permission from any other person featured in the content.
 - e) Make negative comments or disparage the Kelloggs brand, sub-brands and affiliated companies.
 - f) Reference any topic that is particularly emotional, sensitive, controversial, violent or sexual e.g. politics, religion, terrorism, violence, stereotypes (age, race, gender, ethnicity), sexual innuendo, Covid-19.

- g) Include explicit and offensive language.
- h) Encourage illegal or anti-social behaviour.
- i) Waste food.

Prize Details:

- 17. There is 1 prize available. 1 x winner will win £1,000 GBP via bank transfer. The Prize must be redeemed within 6 months of notification.
- 18. A valid UK bank account will be required for redemption of the prize.
- 19. Prize is non-refundable and non-transferable. Prize is as stated and no alternative will be provided in whole or part.
- 20. If a prize is not available in the event of circumstances outside of the Promoter's control, it will be replaced with something of equal or greater value.
- 21. The winner must be aged 18 or over.

Winner selection, notification and verification:

- 22. The winner selection will take place within 10 working days of the promotional closing date.
- 23. Submissions will be judged based on the following criteria:
 - a) **Creativity** – originality and inventiveness of ingredients used.
 - b) **Visual Appeal** – aesthetic presentation and attractiveness of the bowl.
 - c) **Engagement** – how entertaining, compelling, or inspiring the content is.
- 24. Promoveritas will independently judge all entries and create a shortlist of 10 entries. They will then host a panel with Kellanova and Leo Burnett to select the final winner from that shortlist.
- 25. To decide final winner, each shortlisted entry will be scored from 1 (good) to 5 (best) on each criterion by each judge. The entry with the highest cumulative score will be declared the winner. In the event of a tie, the independent judge, Promoveritas, will make the final decision.
- 26. The judging panel will be made up of 4 people: 2 representatives from Kellanova Europe, 1 representatives from creative agency Leo Burnett and 1 independent representative nominated by Promoveritas
- 27. Only entries that complete the entry instructions are eligible to win a prize.
- 28. Within 10 working days of the competition, the winner will be notified via a direct message to the TikTok/Instagram/Facebook account they used to enter, to start the prize verification and fulfilment process. The winner has 14 days from original notification to provide their full name, date of birth, county of residence, confirmation of account handle, bank details and proof of identification by contacting the email address provided to them via direct message.
- 29. The Promoter will verify the winner by requesting full name, date of birth, Social account handle and proof of identification for prize fulfilment purposes, and county of residence for winner list purposes if consent is given.
- 30. The verification process will be conducted within 10 working days of receiving the required details. Once verification has been completed, the winner will be contacted via Social media direct message. The winner will be asked to provide contact details for the prize to be fulfilled. The winner will have 7 days to provide their contact details in the form of a UK telephone number and email address.
- 31. If a winner does not respond within 14 days of original notification, is ineligible, rejects their prize, is unable to take the prize, or does not provide verification of Social media account for prize fulfilment within 7 days of the request, they shall be disqualified and will lose their entitlement to the prize (which will subsequently be awarded to a reserve entrant selected at the same time of the initial prize allocation). 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 all remaining prizes will be null and void.

32. Entrants are encouraged to monitor their Social account direct message inbox (and message requests inbox) during this time in case they are a winner. It is the responsibility of entrants to check their messages to ensure they are in receipt of any communications from the Promoter.
33. It is the responsibility of each winner to provide their correct, up-to-date details at the time of prize acceptance for their prize to be processed. The Promoter cannot be held responsible for any winner failing to supply accurate information which affects prize acceptance or delivery.

General:

34. The Promoter reserves the right to verify all entries and the winner including, but not limited to, any entrant's identity or age (passport, driving licence or equivalent) which they must provide in 14 days), and to refuse to award a prize or withdraw prize entitlement or refuse further participation in the Promotion where there are reasonable grounds to believe there has been a breach of these Terms and Conditions, or any instructions forming part of this Promotion's entry requirements, or otherwise where a participant has gained unfair advantage in participating in the Promotion, or won using fraudulent means. The Promoter will be the final arbiter in any decisions, and these will be binding.
35. The Promoter must either publish or make available information that indicates that a valid award took place for this Promotion. To comply with this obligation the Promoter will send the social media Account name to anyone who contacts us via the online contact form found here www.kelloggs.co.uk/en_GB/contact-us.html using the promotion "**Kellogg's Loaded Bowls Competition**" as the subject line.
36. If you object to any or all of your Social Media Account Name being made available, please contact the Promoter via the online contact form which can be found here www.kelloggs.co.uk/en_GB/contact-us.html using the promotion "**Kellogg's Loaded Bowls Competition**" as the subject line. In such circumstances, the Promoter must still provide the information and winning entry to the Advertising Standards Authority on request.
37. Winners may be asked to participate in publicity relating to the Promotion, of which consent would be requested. Such publicity may include, without limitation, name, age, Social Media handle, county and/or statements made by a winner concerning the Promotion and/or prize and photographs taken as part of the Promotion.
38. Numerous factors outside the control of the Promoter may interfere with the operation of TikTok/Instagram/Facebook. The Promoter does not therefore guarantee continuous, uninterrupted or secure access to this website.
39. This promotion is in no way sponsored, endorsed or administered by, or associated with TikTok/Instagram/Facebook. You understand that you are providing your information to the Promoter and not to TikTok/Instagram/Facebook. By entering the promotion, all participants accept that they have no claim against TikTok/Instagram/Facebook. By entering the promotion, all participants agree to a complete liability release for TikTok/Instagram/Facebook. All entries are also subject to each platform's terms of use.
40. Unless otherwise agreed in writing by the Promoter, prizes will only be awarded directly to the winner.
41. The Promoter is not responsible or liable for:
 - 1) Any entries that are lost or delayed due to faulty, failed or erroneous electronic data transmissions.
 - 2) Communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines satellites, servers, computers or providers utilised in any aspect of this Promotion causing delays or disruption.
 - 3) Entries which are lost, delayed, corrupted, damaged, misdirected, or incomplete or cannot be delivered for any technical, delivery or other reason. Proof of submission will not be accepted as proof of receipt.
 - 4) Inaccessibility or unavailability of the internet.
42. In the event of exceptional circumstances outside its reasonable control and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the Promotion or these Terms and Conditions at any stage, for any reason, without notice, and without liability to you, or any third party, but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.

43. The Promoter and its associated agencies and companies cannot accept any responsibility for any damage, loss, liabilities, injury, costs, expenses, or claims suffered by any person in connection with this promotion, the fulfilment of the prizes and/or the use of the prizes. The Promoter further disclaims liability for any injury or damage to you or any other person as a result of participation 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.
44. The decision of the Promoter shall be final and binding in all promotional matters and no correspondence will be entered into.
45. These terms and conditions 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 you live in another part of the UK, in which case your local courts will have jurisdiction.
46. 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.

Data Protection:

47. We are committed to protecting your privacy. Kellogg Europe Trading Limited (Kellogg) will only process your information on the basis of consent to administer this promotion in line with the terms and conditions. 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. Kellogg 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.co.uk/en_GB/privacy-policy.html. You can also contact us at DataPrivacyOfficer@kellogg.com.
48. Personal data of the winner will be retained for 1 year after the close of the competition. Data of non-winners will be deleted immediately following the end of the promotion. Entrants have the right to withdraw their consent at any time. They may also access their data or apply for erasure. For further details on use of your personal data please visit: www.kelloggs.co.uk/en_GB/privacy-policy.html. You can also contact Kellogg in relation to your data by emailing DataPrivacyOfficer@kellogg.com