

MORRISONS ALTON TOWERS TEXT TO WIN FULL TERMS & 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 entering this promotion all participants will be deemed to have accepted and be bound by the terms and conditions. Please retain a copy for your information.

Promoter: Registered office: Kellogg Marketing and Sales Company (UK) Limited, Orange Tower, MediaCityUK, Salford, Greater Manchester, M50 2HF (company registration number 03237431). PLEASE DO NOT SEND ENTRIES TO THIS ADDRESS.

Eligibility

1. This promotion is only open to legal residents of Great Britain (England, Scotland, Wales) aged 18 or over.
2. This promotion excludes employees of Kellogg Marketing and Sales Company (UK) Limited (the "Promoter"), WM Morrison Supermarkets PLC, their immediate families, its affiliated companies, distributors, agents or anyone else professionally connected to the Promotion.
3. Access to a mobile device is required, no purchase necessary.

Promotional Period

4. This promotion is open between 17.04.2019 – 07.05.2019.

Entry Requirements

5. To enter, entrants must:
Text KELLOGGS followed by a space and their full name to 81222 before 23.59 on the closing date. Any entries made after this date and time will not be valid.
6. Text messages will be charged at your network provider's standard rate but may not be included within a prepaid text package (fees vary by network provider). Please check with the bill payer before sending a text entry.
7. Entrants are advised to take care when entering the text code and entry details. The Promoter is not responsible for mistypes and incorrect texts may still be charged. Only correct entries that have followed the instructions will be accepted. Uppercase and lowercase letters will both be accepted. For the avoidance of

doubt, spelling mistakes will be disqualified.

8. Entries are limited to one per mobile number. Any additional entries will not count, and you may still be charged.
9. Text messages received from the Promoter are at the Promoter's cost.

Prizes

10. Prize: A pair of day tickets to Alton Towers.
11. There are four hundred and fifty (450) prizes available to be won.
12. Prize is valid until 3rd October 2019 excluding secondary ticketed events and attractions (including but not limited to Scarefest and The Alton Towers Dungeon). Date restrictions include 27th March, 3rd April, 1st, 8th, 15th, 22nd May, 4th, 9th – 11th, 16th – 18th, 23rd – 25th & 30th September & 1, 2nd October 2019. Please check opening times before you visit at www.altontowers.com
13. The prizes do not include costs for drinks, meals, additional accommodation, transportation, travelling expenses, excursions, treatments, Hotel charges, room service, phone calls, personal expenses, insurance. All expenses are the responsibility of the winner and guests.
14. Visitors under 12 years must be accompanied by a person 18 years of age or over and such child or children whilst on site must remain under the control or supervision of an adult at all times. Prizes are non-transferable, non-negotiable, not for resale and there is no cash alternative.
15. Alton Towers Resort reserves the right, in its absolute discretion, to refuse entry and to close and/or alter all or any part of the facilities including closure of rides and/or attractions for technical, operational, health and safety or other reasons including overcapacity. Size, height, weight, age restrictions and medical warnings apply to certain rides and attractions.
16. Entrants can win a maximum of one (1) prize throughout the duration of the promotion.
17. Prizes are non-transferable and non-refundable; no cash alternative is available; prize is subject to availability.
18. Please allow up to 90 calendar days for delivery of the prizes, although the Promoter will endeavour to send these out within 28 calendar days of an entrant winning.

Winner Selection

19. The random prize draw will be performed by an independent third party on 08.05.2019.

20. Entrants will be contacted by text message within 7 calendar days of the draw.
21. Entrants have 14 working days from first contact to respond with personal details for prize fulfilment. Failure to respond in this way may result in the entrant being disqualified and the prize awarded to a reserve entrant selected in the same manner.

General

22. It is the responsibility of the winner to supply the correct personal information to claim the prize. The Promoter will not be liable for the non-delivery of the prize caused by the provision of wrong information.
23. Winners may be required to take part in publicity with no recompense.
24. Prizes that are undelivered or returned to sender will be deemed unwanted and the prize/reward will be forfeited. The prize will not be re-allocated.
25. No responsibility can be taken for entries which are misdirected, lost, delayed, damaged or corrupted during delivery to or from the Promoter due to any computer malfunction, virus, bug, delay or other reason whatsoever. The Promoter is not responsible for any incorrect or inaccurate information supplied to the Promoter by the claimant in the application.
26. To the fullest extent permissible by law, the Promoter shall not be liable for any loss or damage whatsoever which is suffered or sustained as a result of participation in the promotion or use of any prize.
27. There are no other prize alternatives available in whole or in part and for a non-cash prize, no cash alternatives except in the event of circumstances outside of its control, when the Promoter reserves the right to substitute similar alternatives of equal or greater value. Unless otherwise agreed in writing by the Promoter the prizes will only be awarded directly to the winners.
28. The Promoter's decision is final with regard to all promotional matters. By participating in the offer, you accept these terms & conditions and are bound by all the rules in full.
29. The Promoter reserves the right at its sole discretion, to eliminate or disqualify any entries or entrants that it regards as being in breach of these conditions or the spirit of the promotion.
30. In the event of circumstances outside the reasonable control of the Promoter, or otherwise where fraud, abuse, and/or an error (human or computer) affects or could affect the proper operation of this promotion or the awarding of prizes, 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, but will always endeavour to minimise the effect to participants in order to avoid undue disappointment.
31. The Promoter reserves the right to verify all entries and the winners and to refuse to award a prize or withdraw a 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, and no correspondence will be entered into.

32. The pictures and images used in connection with this promotion and the prize and on printed materials are for illustration indication only and may not reflect a true likeness.

33. This promotion is subject to English law and the entrants submit to the exclusive jurisdiction of the English and Welsh courts.

Data Protection

34. The Promoter will process entrants' personal data in accordance with its Privacy Notice at http://www.kelloggs.co.uk/en_GB/privacy-policy.html

