

Rice Krispies 90th Birthday Competition

Short T&Cs

UK & ROI only 18+. Under 16s require parental/guardian permission to enter. Closes 23:59 on 12.11.2018. For a chance to win 1 of 200 limited edition Rice Krispies 90th Birthday baking packs Share a picture via either: Facebook, Twitter or Instagram of their Rice Krispies bakes. ROI only: Tiebreak question to win. Max. 1 entry per person per day. Max 1 prize per person. Internet access required. Full T&Cs apply and can be found at www.kelloggs.co.uk/RiceKrispiesBirthday.

Long T&Cs

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 competition is open to residents of the United Kingdom (England, Scotland, Wales and Northern Ireland) aged 18 or over. Under 16s require parental/guardian permission to enter
2. This competition excludes employees of Kellogg Marketing and Sales Company (UK) Limited (the "Promoter"), their immediate families, its affiliated companies, distributors, agents or anyone else professionally connected to the Promotion.
3. Internet access and a Facebook, Twitter or Instagram account is required.
4. Entries are limited to one per person, per day. Max one prize per person for the duration of the Promotion. Each entry must have a unique photo.

Anyone trying to circumvent this rule by using alternative details including but not limited to creating multiple Facebook, Twitter or Instagram accounts will be disqualified. Entries (bulk or otherwise) made from trade, consumer groups or third parties will not be accepted. If it

becomes apparent that a participant is reposting the same content multiple times or using a computer(s) to circumvent this 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.

Promotion5. The Promotion is open from 00.01 29.10.2018 to 23:59 on 12.11.18.

Entry Requirements

6. Entrants are required to take a photo of their Rice Krispies bake and share it with us via:

a. FACEBOOK - Posting their picture on the Kellogg's UK page (@KelloggsUK) OR

b. INSTAGRAM – Posting their picture with the hashtag #RiceKrispiesMagics90 OR

c. TWITTER - Tweeting their picture with the hashtag #RiceKrispiesMagic90

7. Entrants who do not give correct details or those who make an entry on someone else's behalf will be disqualified, at the Promoter's discretion.

8. In order for their entries to be accepted, entrants must have an open Facebook, Twitter or Instagram profile. Entries from private profiles that cannot be seen cannot be accepted.

9. Numerous factors outside the control of the Promoter may interfere with the operation of Facebook, Twitter or Instagram. The Promoter does not therefore guarantee continuous, uninterrupted or secure access to any platform.

10. Incomplete, illegible, misdirected or late 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.

11. Unique entries only will be accepted. Any person trying to enter the same content on Facebook, Twitter or Instagram more than once will be disqualified.

12. The Promoter monitors responses to this Promotion and if any responses or any previous posts made by an entrant in the opinion of the Promoter are, or could be regarded as, being disrespectful towards other members of the Facebook, Twitter or Instagram community, or which contain anything which is likely to, or could cause offence or distress will be removed from the Promotion.

Entrants entering the Promotion via Facebook, Twitter and/or Instagram are subject to the website's respective terms and conditions located here:

Facebook: <https://www.facebook.com/terms>

Twitter: <https://twitter.com/tos>

Instagram: <https://help.instagram.com/478745558852511>

13. Participants' entries will be deemed invalid if any post -

a. contains defamatory, malicious, indecent or other inappropriate content;

b. includes the names of any individual without their express permission; and/or

c. in the reasonable opinion of the Promoter, causes any widespread or serious offense (taking into account prevailing community views or standards).

14. By participating in the Promotion, the entrants licence and grant the Promoter an exclusive, royalty free, perpetual, worldwide, irrevocable and sub-licensable right to use, reproduce, modify, adapt, publish and display such content for any purpose in any media, without compensation, restriction on use, attribution or liability. Participants agree not to assert any moral rights in relation to such use where the moral rights in respect of the content are theirs to assert. Participants warrant that the materials contain no copyright materials, are their original works, have not been copied, in whole or in part, from any third party and they have full authority to grant these rights. Participants also warrant that any person featured has given their express permission and/or any child (under 16 years) has parental or guardian consent.

Prizes

15. For the duration of the Promotion, there are 200 x limited edition Rice Krispies 90th Birthday baking packs to be won. The packs consist of:

- A Rice Krispies 90th Birthday tote bag;
- Rice Krispies recipe cards;
- Limited edition Rice Krispies 90th Birthday engraved wooden baking spoon;
- Rice Krispies 90th Birthday branded note pad ; and
- Rice Krispies branded cake toppers (5 per pack)

16. No cash or other alternative prizes are available in whole or in part, 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 at the Promoter's discretion.

17. The prizes in whole or in part are non-transferable. There is no cash alternative or refund available for unused portions of the prize.

18. Please allow up to 28 days for your prize to be delivered.

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Winner Selection and Notification

19. A random prize draw will be performed by an independent third party.

20. Winners will be notified via Direct Message on Facebook, Twitter or Instagram on 13th November 2018.

21. If the winners do not reply within 72 hours of initial contact, their prize will then be offered to a reserve winner who will also have been chosen during the random draw.

General

22. The Promoter is not responsible for the acts or default of third party suppliers, but will endeavour to resolve any issues that may arise.

23. The Promoter's decision is final with regard to all promotional matters.

24. 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, 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 competition, the Promoter may in its sole discretion modify or suspend the competition or invalidate any affected entries. 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 the Promoter will not be liable for any failure to perform or delay in performing its obligation.

25. The Promoter reserves the right to verify all entries including but not limited to asking for address and identity details, including proof of age (which they must provide within 7 calendar days) and to refuse to award a prize or withdraw prize entitlement, and/or refuse further participation in the promotion and disqualify the participant 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.

26. Winners agree to participate in any reasonable publicity required by the Promoter.

27. The Promoter and its associated agencies and companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits), expense or damage which is suffered or sustained (whether or not arising from any person's negligence) in connection with this promotion or accepting or using the prize, 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.

28. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter or Instagram. By entering the promotion, all participants accept that they have no claim against Facebook, Twitter or Instagram. By entering the promotion, all participants agree to a complete liability release for Facebook, Twitter and Instagram.

29. 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.

30. This promotion is subject to English Law and the entrants submit to the exclusive jurisdiction of the English and Welsh Courts.

Data Protection

31. The Promoter will only use the personal details supplied for the administration of the promotion and for no other purpose, unless we have your consent. Your personal details will at all times be kept confidential and in accordance with current data protection legislation. Please find our privacy policy at https://www.kelloggs.co.uk/en_GB/privacy-policy.html You can request access to your personal data, or have any inaccuracies rectified, by visiting www.kelloggs.co.uk/en_GB/contact-us.html. By participating in the Promotion, you agree to the use of your personal data as described here

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