

LONG TERMS & CONDITIONS

1. These Terms and Conditions (“T&Cs”) 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 T&Cs and by entering this promotion to receive a personalised letter from Santa (“The Promotion”), all participants will be deemed to have accepted and be bound by these T&Cs. Please retain a copy for your information.
2. The “Promoter”: Kellogg’s Marketing & Sales (UK) Limited, whose registered office is Orange Tower, MediaCityUK, Salford, Greater Manchester, M50 2HF (company registration number 03237431). Please do not send entries to the Promoter’s registered address. Entries received at this address will be deemed forfeit.

Eligibility

3. Only legal residents of the United Kingdom or Republic of Ireland aged 6 or over may validly enter the Promotion. Entries from under 18s must have parent/guardian consent.
4. Employees of the Promoter (and immediate family members of those employees), and by extension any of the Promoter’s agencies, associated companies or subsidiaries, or those otherwise professionally connected to the Promotion, are barred from entering the Promotion.
5. Purchase of a promotional Kellogg’s Corn Flakes pack (see Clause 7 for entry requirements) is necessary. Participants should retain an itemised receipt of such purchase stating the date of purchase which pre-dates the closing date of the Promotion Period.

Promotion Period

6. The Promotion will run from 00.01 on 1 November 2020 to and including 23.59 on 6 December 2020 (the “Promotion Period”).

Entry Requirements

7. To claim, participants must:
 - a. Purchase one (1) promotional cereal pack of Corn Flakes (detailed in Clause 9 below) from a participating Tesco store during the Promotional Period.
 - b. Retain an itemised receipt of purchase stating the date of purchase within the Promotional Period.

c. Remove the cereal bag and cut out the letter template on the back of the cereal pack.

d. Write a message to Santa upon the letter template, including the name and address of the person sending the letter where indicated (the corresponding Letter from Santa will be sent to this name and address). Please ensure that these details are clearly legible. The Promoter cannot be held responsible for spelling errors or other inaccuracies.

8. Participants will then be required to:

a. Send their letter to Corn Flakes Letter to Santa, 5 Morie Street, London SW18 1SL. Please note that postage by ordinary post and a suitably sized envelope must be purchased in advance by consumers, the costs of which will not be reimbursed or subsidised by the Promoter.

9. The participating product for this Promotion is Corn Flakes 720g ("Promotional Pack").

10. No limit on the number of letters per participant.

11. Participants may be required at any time to present an itemised receipt detailing their purchase of a Promotional Pack prior to the closing date of the Promotion Period.

12. By participating in the Promotion, participants warrant that the intended recipient of the Letter from Santa is at least 6 years old and the express permission of the recipient's parent or guardian has been obtained when under 18.

13. Letters to Santa must be received by 6 December 2020. For the avoidance of doubt, any entries received after this date will be invalid. Please leave sufficient time for delivery to the address listed.

14. Entrants who make an entry on someone else's behalf may be disqualified, at the Promoter's discretion.

15. Incomplete, illegible or misdirected entries will not be accepted. Proof of sending will not be accepted as proof of delivery.

Gift

16. The Promoter is offering consumers the chance to receive a personalised letter from Santa ("Letter from Santa").

17. During the Promotion Period, each valid claim will receive one (1) x Letter from Santa. For each additional claim that a participant wishes to make, another Promotional Pack must be purchased, and an application made as detailed above.

18. Letters from Santa will be delivered via Royal Mail first class ordinary post. Every effort will be made to ensure that participants receive their Letters from Santa within 28 days of the promotion close date (outlined at Clause 6 above). From this point onwards, participants are welcome to contact the Promoter or its agencies for further information as to the whereabouts of an unfulfilled Letter from Santa via www.kelloggs.co.uk/en_GB/contact-us.html (for UK residents) or www.kelloggs.ie/en_IE/contact-us.html (for ROI residents).

19. There is no limit on the number of times that each participant may claim a Letter from Santa. However, please note that while Kellogg's wishes to encourage consumers to

participate in and enjoy the benefits of the Promotion, Kellogg's believes in responsible consumption of its products. Kellogg's asks that all participants in this Promotion be mindful of whether the number of promotional packs that they purchase amounts to a reasonable level of consumption based on their typical dietary needs and requirements.

20. No cash or other alternative prize will be provided 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. The prize is non-transferable.

General

21. It is the responsibility of each participant to supply correct personal information for the purposes of entering the promotion. Neither the Promoter nor its agencies will be liable for non-delivery of Letters from Santa due to the provision of incorrect or inaccurate information.

22. Subject to prior consent, Participants may be required to take part in publicity with no recompense.

23. No responsibility can be taken for claims which are misdirected, lost, delayed, damaged or corrupted during delivery to or from the Promoter due to any reason howsoever manifested.

24. Neither the Promoter, nor their affiliated companies, subsidiaries or agencies, shall be liable for any loss or damage howsoever suffered or sustained as a result of entering the Promotion. This shall apply except for any liability which cannot be excluded by law (including personal injury, death and fraud), in which case, that liability is to be limited to the minimum that is legally permissible.

25. Insofar as is legally permissible, the Promoter's decision is final with regard to all matters concerning the Promotion and the Promoter reserves the right not to enter into any related correspondence, whether with participants or their associated parties. Legal disputes will fall within the jurisdiction of the relevant governing law (as set out in Clause 32 below).

26. The Promoter reserves the right to, at its sole discretion, eliminate or disqualify any participants that it considers to be in breach of these T&Cs or the spirit in which this Promotion is to be run (including situations such as (but not limited to) the provision of details that are associated with profanity, dishonesty, or misleading information).

27. In the event of circumstances outside the reasonable control of the Promoter, such as (but not limited to) where tampering, fraud, abuse, unauthorised intervention or error (human or computer), unavoidably and fundamentally affects, or is more likely to affect than not affect, the proper operation of the Promotion or the proper provision of Letters from Santa, the Promoter reserves the right to, at any point, cancel or amend the Promotion or these T&Cs (but will endeavour to minimise any negative effect to participants in doing so).

28. The Promoter reserves the right to verify all claims, and accordingly to refuse to provide a Letter from Santa, withdraw a previously provided Letter from Santa, or bar a participant from further entering the Promotion. The Promoter may choose to assert these reserved rights where it (or by proxy, its agencies) finds reasonable grounds to believe that these T&Cs have been breached, that any instructions forming part of the Promotion's entry

requirements have not been properly followed, or upon discovery that a participant (regardless of whether they have already been provided with a Letter from Santa) has gained an unfair advantage of any sort in relation to their entering the Promotion, or operated under fraudulent or dishonest means in order to enter the Promotion, whether successful or not in their endeavours. The Promoter will be the arbiter in deciding the outcome of any such cases, and the Promoter's decisions will be final and binding without any requirement for the Promoter to enter into correspondence of any sort with the concerned participant or their associated parties.

29. The Promoter will use participants' personal data for the administration of the Promotion and for no other purpose unless they have the consent of the relevant participants. The Promoter will only share participants' data with their fulfilment partners and for the purposes of and in order to fulfil this Promotion. Any and all personal information collated by the Promoter regarding participants will be treated in accordance with the GDPR Articles, local Privacy Policies and Pringles' Privacy Policy, which is available at www.kelloggs.co.uk/en_GB/privacy-policy.html (for UK residents) or www.kelloggs.co.ie/en_IE/privacy-policy.html (for ROI residents). Participants can request access to their personal data, or have inaccuracies rectified, by visiting www.kelloggs.co.uk/en_GB/contact-us.html (for UK residents) or www.kelloggs.ie/en_IE/contact-us.html (for ROI residents). By participating in this Promotion, participants agree to the use of their personal data as described here.

30. Pictures and images used in connection with the Promotion are for illustrative purposes only and might not reflect a true likeness of the Letters from Santa in fact received.

31. If any of these clauses is determined to be illegal, invalid or otherwise unenforceable, then it shall be deemed severed from these T&Cs and the remaining clauses shall survive and remain in full force and effect.

32. The Promotion is governed by the laws of England and Wales and is subject to the jurisdiction of the English and Welsh courts, except for participants resident in Scotland and NI (in which case local law shall apply) and the Republic of Ireland (in which case Irish law shall apply).

FREQUENTLY ASKED QUESTIONS



GENERAL QUERIES

- 1. What is the promotion for and how long does it last?**
This promotion allows you to claim a personalised letter from Santa ("**Letter from Santa**"). The promotion starts on 1 November 2020 and all applications must be received on or before 6 December 2020.
- 2. How old do I need to be to enter?**
This promotion is only open to people aged 6 years or older. Any entries made by minors must be accompanied by parental or guardian consent. **By participating in the promotion, you warrant that the intended recipient of a Letter from Santa is at least 6 years old and will ensure that express permission of the recipient's parent or guardian has been obtained.**
- 3. Can I participate if I am not a resident?**
Unfortunately, only residents of either the United Kingdom or the Republic of Ireland are eligible to participate in this promotion.
- 4. How many times can I enter this promotion?**
There is no limit on the number of times you can enter. However, each time you choose to enter, you must supply a new, completed letter to Santa (cut out from the back of a Corn Flakes promotional pack). Each letter template is only valid for one entry.
- 5. Do I need to purchase a pack to enter?**
Yes, you need to purchase a promotional Corn Flakes 720g pack from participating Tesco stores in order to enter. For the avoidance of doubt, there is no alternative means of entry besides pack purchase. For full details, see terms and conditions via www.kelloggs.com/cornflakeslettertosanta.
- 6. How do I obtain my Letter from Santa?**
To participate and obtain a Letter from Santa, you must firstly write to Santa yourself:
 - Buy a participating pack of Corn Flakes.
 - Remove the cereal, then locate and cut out the letter template on the back of the pack.
 - Complete the letter template, clearly printing the name of the sender, the full name of the supervising parent/guardian (if the sender is U18) and the address that you would like Santa to use when responding to the sender. **Please ensure these details are correct and clearly legible.**

Once your letter is complete, send it to Santa via ordinary post to Corn Flakes Letter to Santa, 5 Morie Street, London SW18 1SL. **Please note that you must firstly purchase a suitable envelope and stamp, the costs of which will not be reimbursed or subsidized by the Promoter. All letters must be received on or before 6 December 2020, so please ensure adequate time is left for postage to take place.**

- 7. I misspelt some information on my letter to Santa – can this be corrected?**
Kellogg's cannot be held responsible for spelling errors or other inaccuracies, so please ensure that all details are correct before submitting.
- 8. Do I need to create a Kellogg's account to participate in this promotion?**

No, you do not need to create or sign into an existing Kellogg's account to participate in this promotion.

9. Where can I find the letter template on my promotional Corn Flakes pack?

The letter can be found on the back of your promotional pack. Cut along the dashed lines as indicated and then write your letter.

10. What will my Letter from Santa look like and how will I receive it?

Your Letter from Santa will arrive via ordinary post in a Kellogg's-branded envelope and consist of a personalised message from Santa addressed to the letter sender (see question 6 above).

11. How long will it take for me to receive my Letter from Santa?

We will endeavour to send all Letters from Santa within 15 days after promotion end (i.e. on or before Monday 21 December). However, please allow up to 28 days from promotion end for delivery to take place. If you do not receive your Letter from Santa after 28 days have passed, please contact the Kellogg's Careline via the dedicated websites www.kelloggs.co.uk/en_GB/contact-us.html or www.kelloggs.ie/en_IE/contact-us.html.

OTHER PROMOTIONAL QUERIES

12. Where can I find full terms and conditions of this promotion?

Full terms and conditions can be found by following the link on promotional packs or via www.kelloggs.co.m/cornflakeslettertosanta.

13. I have a question that isn't answered above – who can I speak to?

You can contact the Kellogg's Careline via the dedicated websites www.kelloggs.co.uk/en_GB/contact-us.html or www.kelloggs.ie/en_IE/contact-us.html.