

LONG TERMS & CONDITIONS

PROMOTER: Kellogg Marketing and Sales Company (UK) Limited, Orange Tower Media City UK, Salford, Greater Manchester, United Kingdom, M50 2HF

1. THE PROMOTION:

- 1.1 The Promotion is a limited-availability product giveaway titled "Crunchy Nut Hot Honey Swicy Breakfast Delivery Service" ("Promotion").
- 1.2 The Promotion offers selected participants the chance to receive a complimentary Crunchy Nut Hot Honey breakfast delivery ("Prize"). A maximum of 50 Prizes are available in total and will be allocated on a first-come, first-served basis, subject to eligibility and availability. Which includes:
 - a) one (1) 420g pack of Kellogg's Crunchy Nut Hot Honey Crunchies cereal; and
 - b) one (1) 500ml bottle of fresh milk supplied by a third-party dairy partner.

2. ELIGIBILITY

- 2.1 The Promotion is open only to individuals who:
 - a) are legal residents of the United Kingdom;
 - b) are aged 18 years or over at the time of entry;
 - c) reside at a residential address within Central London (postcode districts WC1, WC2, EC1–EC4, SW1 and W1) or Central Manchester (postcode districts M1–M4), being postcode areas currently serviced by the Promoter's delivery supplier;
 - d) have access to Instagram and a valid Instagram account; and
 - e) are available to receive a delivery at a UK residential address within the eligible locations during the Promotional Period and delivery window notified by the Promoter.
- 2.2 Entries must be submitted during the Promotional Period set out in clause 4 below.
- 2.3 Employees of the Promoter, its agencies, or anyone professionally connected with the Promotion, and their immediate families, are excluded.

3. NO PURCHASE NECESSARY

- 3.1 No purchase is necessary to participate in this Promotion.
- 3.2 Internet access and a valid Instagram account are required.

4. PROMOTIONAL PERIOD

- 4.1 The Promotion opens on Wednesday 21 January 2026 and closes at 23:59 GMT on Sunday 2 February 2026, or earlier if all available Prizes have been allocated.
- 4.2 Entries submitted outside the Promotional Period will not be considered.

5. HOW TO PARTICIPATE

5.1 To participate, eligible individuals must, during the Promotional Period:

- follow @kelloggs.uki on Instagram; and
- send a direct message (DM) to @kelloggs.uki requesting a Swicy Breakfast Delivery.

5.2 The direct message must include the participant's full name, postcode and confirmation that they meet the eligibility criteria.

5.3 Submission of a request does not guarantee receipt of a Prize.

6. THE PRIZE

- The Prize consists of one (1) complimentary Crunchy Nut Hot Honey breakfast delivery as detailed in clause 1.2.
- No cash alternative is available. The Prize is non-transferable and non-exchangeable.
- The Promoter reserves the right to substitute the Prize with an alternative of equal or greater value if necessary due to circumstances beyond its control.

7. SELECTION & FULFILMENT

- Prizes will be allocated on a first-come, first-served basis, subject to eligibility and availability.
- Delivery dates and times are determined at the Promoter's discretion. Selected participants must be available at the delivery address at the notified delivery time where attendance is required.
- If a participant is unavailable to accept the delivery where attendance is required, the Promoter reserves the right to deem the Prize forfeited and offer it to another eligible participant.
- The Promoter reserves the right to substitute the Prize with an alternative of equal or greater value if necessary.

8. DELIVERY CONDITIONS

- Deliveries are available only to residential addresses within Central London (postcode districts WC1, WC2, EC1–EC4, SW1 and W1) or Central Manchester (postcode districts M1–M4), being postcode areas currently serviced by the Promoter's delivery supplier.
- The Promoter accepts no responsibility for failed delivery due to incorrect information provided by participants or recipient unavailability.
- If delivery cannot be completed, the Prize will be forfeited.

9. DATA PROTECTION

- Kellogg Marketing and Sales Company (UK) Limited is committed to protecting your privacy. As the controller of your personal data it will only process your information to administer this promotion in line with the terms and conditions. The personal data of entrants will be used on the basis of consent. For further questions on use of your data, please see our Privacy Policy below. You can also contact DataPrivacyOfficer@kellanova.com.

9.2 Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with current Data Protection legislation and the Promoter's Privacy Policy which can be found at:

https://www.kelloggs.co.uk/en_GB/privacy-policy.html

9.3 Data will be stored for 40 days after the close of the promotion before deletion. You can request access to your personal data, or have any inaccuracies rectified, by sending an email to DataPrivacyOfficer@kellanova.com. By participating in the promotion, you agree to the use of your personal data as described here.

10. GENERAL

10.1 The Promoter reserves the right to cancel, amend or withdraw the Promotion where necessary due to circumstances beyond its reasonable control.

10.2 The Promoter's decision is final in all matters relating to the Promotion.

10.3 The Promotion is not sponsored, endorsed or administered by, or associated with, Instagram or any other social platform.

11. LIABILITY

11.1 Under no circumstances will the Promoter be liable (unless such liability cannot be lawfully excluded) for any losses, damages, costs or expenses arising from or in any way connected with the promotion or prizes 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.

12. GOVERNING LAW

12.1 These Terms & Conditions are governed by the laws of England and Wales, and participants submit to the exclusive jurisdiction of the English courts.

SHORT TERMS & CONDITIONS

18+. UK residents only. Greater London and Greater Manchester only (postcode restrictions apply). No purchase necessary. Promotion opens 21 January 2026 - 2 February 2026, or until all 50 prizes are allocated. To participate, follow @kelloggs.uki on Instagram and DM to request a Swicy Breakfast Delivery. Prizes allocated on a first-come, first-served basis, subject to eligibility and availability. Each prize consists of 1 x 420g Kellogg's Crunchy Nut Hot Honey Crunchies cereal and 1 x 500ml milk. Delivery to UK residential addresses only; recipients must be available to accept delivery where required. Non-transferable, no cash alternative. Kellogg Europe Trading Limited. Full T&Cs apply.