



## Terms & Conditions

1. This Promotion is open to residents of the United Kingdom ("UK") and the Republic of Ireland ("ROI") aged 18 or over, excluding the Channel Islands and Isle of Man, employees of the Promoter, agents or affiliates of the Promoter or immediate family members (defined as parents, children, siblings, spouse and life partners and any other person residing with), and anyone professionally associated with this Promotion.
2. No purchase necessary; however, internet access, a compatible device, a Kellogg's account and a valid email address are required.
3. **Promotion Period:** Enter between 00:01 BST on the 1 August 2024 and 23:59 BST on the 31 of July 2025 inclusive.
4. To Enter the Promotion: Entrants must:
  - a. Using a smartphone, tablet, PC or laptop visit [www.cheezit.com/en-gb/home.html](http://www.cheezit.com/en-gb/home.html) (UK) or [www.cheezit.com/en-ie/home.html](http://www.cheezit.com/en-ie/home.html) (ROI);
  - b. Navigate to the Cheez-It entry page, click "Enter Now" or on tab promoting the Cheez-It Promotion; and
  - c. Log in or register for a Kellogg's account.
5. Maximum of one entry is permitted per person during the Promotion Period and a maximum of one prize is permitted per postal address during the Promotion Period.
6. **Prizes:** During the Promotion Period, there is one (1) Prize per month (twelve (12) Prizes in total) to be won. Each winner will win 1 x one years' supply of Cheez-It.
7. **Further Prize Details and Conditions:**
  - a. The flavour of Cheez-Its will be double cheese, subject to availability.
  - b. The one years' supply of Cheez-It will be delivered to the winner's address provided during winner communications in two shipments, each including 26 x 120g bags of Cheez-It.
  - c. 52 x 120g bags will be delivered in total. The shipments will be spaced at least 6 months apart.
  - d. It is the responsibility of the entrant to provide their correct, up-to-date details when entering the Promotion and/or confirming acceptance of the prize in order for their prize to be processed. The Promoter cannot be held responsible for winners failing to supply accurate information which affects prize acceptance or delivery of their prize.
  - e. The Promoter is not liable for any Prizes once distributed/dispatched to a winner and the Promoter will not be responsible for any Prizes not received, broken or lost in transit.



- f. By participating in the Promotion, entrants agree that the Prize is awarded on an "as is" basis, and that the Promoter makes no representations or warranties of any nature with respect to the Prize.
  - g. The Prizes will be delivered to UK or ROI addresses only.
  - h. The address of a winner cannot be updated after the first shipment.
8. **Winner Selection:** 1 provisional winner per month (twelve (12) in total) will be randomly selected from all valid entries received during each month of the Promotion Period. For your total confidence, the Prize draws will be conducted by PromoVeritas, the independent promotional verification service, within 5 working days of the end of each month.
9. **Winner Notification:** Provisional winners will be contacted via the email address associated with the entrant's Kellogg's account and may be asked to provide evidence of eligibility. Reasonable efforts will be made to contact the provisional winners. Once eligibility has been confirmed, the provisional winner will be confirmed as a winner. If a provisional winner does not respond to the initial contact within 14 days, we reserve the right to disqualify that entrant and award the Prize to a reserve selected in the same manner. Reserve winners may have less time to respond.
10. **Prize Acceptance:** A winner will receive notification to their email address registered to the winner's Kellogg's account to arrange fulfilment of the Prize within 28 days of acceptance of the Prize. In the unlikely event that the winner has not received communication to arrange their Prize after 28 days, the winner must inform the Promoter by visiting the Contact Us page on [www.cheezit.com/en-gb/contact-us.html](http://www.cheezit.com/en-gb/contact-us.html) (UK) or [www.cheezit.com/en-ie/contact-us.html](http://www.cheezit.com/en-ie/contact-us.html) (ROI). If the winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.
11. In the unlikely event that a Prize doesn't arrive within 90 days of Prize Acceptance, winners will have a further 28 days to inform the Promoter by visiting the Contact Us page on [www.cheezit.com/en-gb/contact-us.html](http://www.cheezit.com/en-gb/contact-us.html) (UK) or [www.cheezit.com/en-ie/contact-us.html](http://www.cheezit.com/en-ie/contact-us.html) (ROI). If a winner does not do so, the Promoter reserves the right to not reissue the Prize or limit its value at its sole discretion.
12. It is the responsibility of the winners to supply the correct personal information in their Kellogg's account in order to claim their Prize. The Promoter will not be liable for the non-delivery of the Prize caused by the provision of wrong information. A Winner's email address or postal address cannot be updated after entry.
13. The Promoter may request that the winners participate in reasonable publicity arising from the Promotion including use of the winner's name, voice, city/county of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise). Participation is at the winner's discretion and is not a condition of Prize Acceptance.



14. The Promoter seeks to run a fair and secure promotion and prevent abuse and cheating. If you enter in a way that is not consistent with these Terms & Conditions, your entry/ies (and any of your associated aliases) will be disqualified. Any Prize awarded may be void and recoverable, and the Promoter reserves the right to bar you from entering future promotions for a period of at least six months. For this reason, the Promoter reserves the right at any point to:
- a. Verify the eligibility of entrants and/or provisional winners through multiple means by requesting such information it considers reasonably necessary for this purpose. Entry or a Prize may be withheld until verification is completed.
  - b. Disqualify entries that are not made directly by the individual entering the Promotion.
  - c. Disqualify entries made using anonymous email services such as, but not limited to, GuerillaMail, Dispostable or Mailinator.
  - d. Disqualify bulk entries from individuals, trade, consumer groups or third parties, incomplete entries and entries submitted by macros or other automated means.
  - e. Disqualify entries beyond the maximum allowed, or those using techniques such as 'script', 'brute force', masking identity by manipulating IP addresses, using aliases or identities other than their own or any other means.
  - f. Disqualify entrants who tamper with the entry process.
  - g. Disqualify entries which, in some other way, do not meet the requirements of these Terms & Conditions.
  - h. Cancel, modify or suspend the Promotion should it not be capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, dishonesty, technical failures, or any other causes beyond the control of the Promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion.
15. Entrants must complete their details using their legal name. The Promoter reserves the right to disqualify any entrant who uses multiple names or email addresses and to require them to return any Prize they may have won.
16. Any relevant taxes that are required to be paid in order to claim the Prize is the responsibility of the Winner.
17. The Prizes are not transferable or exchangeable and cannot be redeemed for monetary value or for any other form of compensation. If for any reason any element of a Prize is not available, the Promoter reserves the right, at its sole discretion to substitute another Prize for it, of equal or greater value.



18. No responsibility can be taken for entries which are lost, delayed, corrupted, damaged, misdirected or incomplete or which cannot be delivered for any technical, delivery or other reason. Proof of sending will not be accepted as proof of receipt. The Promoter does not guarantee continuous or secure access to the promotional website.
19. The Promoter, the prize fulfilment agency and any other associated agencies and companies are not 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 a Prize, except for any liability which cannot be excluded by law. Nothing will exclude the Promoter's liability for death or personal injury as a result of its negligence.
20. The Promoter will not be liable for any delay or failure to comply with its obligations for reasons beyond its reasonable control arising from but not limited to Acts of God, global or regional epidemic or pandemic, adverse weather conditions, fire, industrial dispute, war, terrorist activity, hostilities, political unrest, riots, civil commotion, plague or other natural calamities, or any other circumstances of the Promoter.
21. We are committed to protecting your privacy. Kellogg Europe Trading Limited (Kellogg) and the prize fulfilment agency will only process your information for the following purposes: (1) To administer this promotion in line with the terms and conditions, and (2) to contact you in relation to future promotions and for marketing purposes. 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. You can also contact us at [DataPrivacyOfficer@kellogg.com](mailto:DataPrivacyOfficer@kellogg.com). Any information collected regarding entrants into this Promotion will be treated in confidence in accordance with Promoter's Privacy Policy and can be found at: [www.kelloggs.ie/en\\_IE/privacy-notice.html](http://www.kelloggs.ie/en_IE/privacy-notice.html)
22. Provided no objection is received from the winners, a winners list containing the surname and county of residence of the winners will be made available by the Promoter 4 weeks after the close of the Promotion Period, for a period of 8 weeks. It will be available by contacting [www.cheezit.com/en-gb/contact-us.html](http://www.cheezit.com/en-gb/contact-us.html) (UK) or [www.cheezit.com/en-ie/contact-us.html](http://www.cheezit.com/en-ie/contact-us.html) (ROI). Winners can object to their details being published during the Winner Notification process. Without prejudice, the Promoter will provide winner information to the Advertising Standards Authority when requested by them.
23. If any part/s of these Terms & Conditions are legally ruled to be invalid, illegal or unenforceable, the remainder will not be affected and will continue in full force and effect.



24. By entering, you will be deemed to have agreed to be bound by these Terms & Conditions.
25. If there is a discrepancy between these Terms & Conditions and those in any promotional material, these Terms & Conditions will prevail.
26. These Terms and Conditions shall be governed by the law of the relevant country for each entrant, and entrants submit to the exclusive jurisdiction of the courts of the relevant country they reside in.

**Promoter:** Kellogg Europe Trading Limited, 3 Dublin Airport Central (DAC), Dublin Airport, Dublin (company registration number 0387390). PLEASE DO NOT SEND ENTRIES TO THIS ADDRESS.