

TERMS & CONDITIONS

START	END
February 15 th , 2024	March 30 th , 2024

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 entrants will be deemed to have accepted and be bound by the terms and conditions. Please retain a copy for your information.

Kellogg Marketing and Sales Company (UK) Limited – Dubai Branch, Unit 901, Mashreq Bank HQ Building, Umniyati Street, PO Box 37328, Dubai – UAE

(To be referred as “**Kellogg Middle East**”).

Agreement:

1. By participating in the Kellogg’s Mom’s Sous Chef Promotion (the “**Promotion**”) you agree to be bound by these Terms and Conditions (the “**Terms**”). Promotion is only valid in participating countries (hereby referred to as ‘**participating countries**’ or ‘**countries**’) i.e. UAE, KSA, Kuwait, Oman, Bahrain, Qatar.

Eligibility:

2. In order to be eligible to participate in this Promotion, you must be aged 18 or over and a legal resident or citizen situated in one of the participating countries.
3. This promotion is not open to employees, representatives, agents or their immediate family members and friends of Kellogg Middle East (the “**Promoter**”), promotional fulfillment agency, partners, their parent companies, subsidiaries, affiliates, reward suppliers, advertising/promotion agencies and any entity involved in the development, production, implementation of the promotion.
4. Purchase of a participating Kellogg’s pack and access to a mobile, or computer, with internet access are required. This is an online promotion only, there is no postal or telephone application route.
5. Only entries via the official website and entry form will be accepted.
6. Main Promotion Period: The promotion is open from February 15th, 2024 until March 30th, 2024. Entries can be made between 00:01 and 23:59 GST each day during the Promotion Period.
7. To enter, entrants in participating countries must:
 - i. Purchase a participating Kellogg’s pack in-store.
 - ii. Visit <https://www.ramadanpromotion.kelloggs.com> (the ‘**Website**’) or scan the QR code sticker affixed on-pack.

- iii. Enter all details requested, ensuring country of residence is selected in the drop down box.
 - iv. Upload receipt as your proof of purchase.
 - v. Submissions without evidence of receipt will not be validated.
 - vi. Once receipt is validated, entrants will be receive an email with their free digital gift (herewith mentioned as “**Digital Gifts**”, consisting of a Colouring Ramadan Recipe Booklet as part of a downloadable PDF).
8. Entrants are advised to take care when entering their contact details (including first and surname, email address, postal address and phone number) on the website. The Promoter is not responsible for mistypes and incorrect information that has been entered by entrants. 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.
 9. Entrants are limited to 5 entries per hour for the duration of the promotional period. Any additional entries will be invalid and participant’s IP address will be blocked for a period of 1 hour from the time of the last entry.

Participating Products:

10. The following participating Kellogg’s products (the “**Participating Products**”) are available at selective participating outlets in the participating countries:
 - i. Any Kellogg’s cereal pack weighing 250g and above is eligible.

Prizes:

11. The following prize is available to be won:

Digital gifts in the form of a downloadable PDF Colouring Ramadan Recipe Booklet:

Once receipt is validated, eligible entrants will be notified immediately via the website on their Digital Gifts. Digital Gifts will be emailed directly to the registered email address. There are no limits on the Digital Gifts awarded.

12. Further Prize Details:

- 12.1. Digital Gifts in the form of downloadable PDFs from Kellogg’s. Downloadable PDFs will be available to download via the microsite and also shared with entrants via email.

13. The prize is non-transferable.

Data Protection:

14. 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.