Kellogg’s Family Rewards Program Terms and Conditions

PLEASE READ CAREFULLY. Membership in the Kellogg’s Family Rewards Program is subject to the Program’s Terms and Conditions set forth below. These Terms and Conditions supersede all previous rewards or loyalty program terms and conditions, rules, regulations, policies and procedures that may have been in effect. The current phase of the Program begins on 1/3/2022 ("Program Period"). By opening or creating a Kellogg’s Family Rewards Program account ("Account") or by using the Account to earn or redeem Tokens, you agree that: (1) you have read, understood, accept and agree to abide by these Terms and Conditions; (2) you are eligible for participation; and (3) you consent to the Sponsor’s processing of data that is personal to you, and disclosure of such data to third parties, in accordance with the Sponsor’s Privacy Policy. If you require clarification or further information regarding the Program or these Terms and Conditions, please send an email to us using the Contact Us link, https://www.kelloggs.com/en_US/kfr/contact-us.html.

A. Overview of the Kellogg’s Family Rewards Program

The Kellogg’s Family Rewards Program (the "Program") is a program sponsored by Kellogg Company ("Kellogg"/"Sponsor") through which eligible individuals ("Participants") can collect program tokens by 1) purchasing participating Kellogg’s® products and submitting associated receipts via the www.KFR.com website, text, or email. or 2) engaging with activities made available through the program ("Quizzes, Polls, Surveys, etc"); To become a member and participate in the Program, you must have, or create an account ("Account"). Create your Account at www.kelloggsfamilyrewards.com/en_US/registration.html. Creating a KFR account is free. Once you have an Account, you can log in and follow the instructions to complete Proof of Purchase Transactions or other activities. Each Proof of Purchase Transaction or completed activity will earn one token and one entry into the monthly sweepstakes (sweepstakes participation for eligible users 18 years and older). Additional token(s) greater than one may be earned for completing specially marked bonus offers. Earn 5 tokens in a month to complete your scorecard and become eligible to redeem a prize.

B. Participation in the Program

Participation in the Program is open to individuals who are legal residents of the fifty (50) United States and the District of Columbia, who are at least sixteen (16) years of age as of the date of registration in the Program. The Program is void where otherwise prohibited. The Program is sponsored by Kellogg Company, One Kellogg Square, Battle Creek, MI 49016 ("Sponsor") and administered by Epsilon, P.O. Box 1478, Broomfield, CO 80038 ("Administrator").

Employees of Sponsor (“Sponsor Employees”) and employees of Administrator, their suppliers, subsidiaries, advertising, promotion agencies and any other agencies or companies involved in the development or execution of the Program (collectively, “Administrator Employees”) and immediate family members (spouse, parents, siblings, and children) and household members of each (collectively, "Family") may participate under the following conditions: (1) Sponsor Employees and Administrator Employees must participate in the Program using their company email address if one was provided to them; (2) Sponsor Employees may not redeem for gift cards or other cash equivalents (as defined by the Internal Revenue Service); and (3) Sponsor Employees, Administrator Employees, and Family are not eligible to accept prizes for any Sweepstakes, Instant Win Game, Contest, or any other game of chance offered under the Program.
Participants may maintain only one (1) Account and pooling of tokens by multiple individuals is not permitted, except as expressly stated below in C.3. The Program is open to individuals only who register using their legal name. Any registrations made under an alias will be a violation of these Terms and Conditions. Please review individual promotion and sweepstakes rules for details of eligibility and income tax implications.

Participation in the Program constitutes your agreement to be bound by these Terms and Conditions, and your representation that you meet the eligibility requirements set out in these Terms and Conditions. Those who do not comply with these Terms and Conditions may be prohibited from participating in the Program.

Certain promotions may have additional terms and conditions (“Program Terms”) including, but not limited to, shorter/longer submission requirements or different methods of entry/submission. In these cases, the Program Terms will be listed on the Promotional pages of the website, on the product packaging, and in the official rules. The Program Terms will prevail in the event of any conflict between the Program Terms and these Kellogg’s Family Rewards Program Terms and Conditions.

C. Earning

1. RECEIPTS: Within thirty (30) days of the purchase transaction, Participants can upload an image or images of the entire receipt that contains Participating Products to the Kellogg’s Family Rewards website at www.kelloggsfamilyrewards.com/en_US/upload-receipt.html or by texting an image from your mobile device to 89332. Enrollment in our text program is optional. You do not need to consent to receive text messages from Kellogg as a condition of enrolling in Kellogg’s Family Rewards but your mobile number must be saved to your profile in order to send receipts via text. Standard text message and data rates apply. Please check your carrier for details. We will send a confirmation text message after each receipt image sent via this method.

Receipts may be sent via email to submit@receipts.kfr.com – only one receipt per email can be sent. If the receipt is long, you may include multiple images. Email must be sent from the email address tied to your KFR account. In the subject line, please include your KFR account number.

Only receipts from purchases made inside the U.S. or from U.S. Military Commissaries are eligible for the Program. Only those receipts that include in a legible manner the store name, date of purchase, bar code, item names, and prices will be considered as an eligible receipt for the purpose of obtaining Tokens. No more than five (5) receipts may be submitted per day. Tokens will typically be added to your account within three (3) days but may take longer in some circumstances. Tokens for participating Kellogg’s® products on a receipt submission may only be credited to one KFR account. In the event an item on the receipt cannot be fully identified or verified, Sponsor reserves the right to credit your account in the amount of one (1) token for such item. For tips on how to properly submit a receipt, including long receipts, go to www.kelloggsfamilyrewards.com/en_US/upload-receipt.html.

3. You will be responsible for ensuring the accuracy of your Account. If you believe your Account is not accurate, or that Tokens were not credited properly, please send an email to Consumer Affairs using the Contact Us link, https://www.kellogg.com/en_US/kfr/contact-us.html.

In addition, from time to time, Sponsor will communicate additional Bonus Offers including, but not limited to, additional Bonus Tokens on Participating activities which can be earned by completing certain activities on the website. Sponsor shall have no liability for any printing, production, typographical, mechanical or other errors in the Codes, or Token balances in a Participant’s Account. Sponsor reserves
the right to delay the processing of Proof of Purchase Transactions, restrict access to your Account or remove Tokens from an Account if it determines that Tokens were improperly credited to such Account.

4. As a Participant, you are solely responsible for maintaining the accuracy and confidentiality of your Account, email address and password and you agree to accept responsibility for all activities that occur under your Account. Failure to abide by the Program Terms and Conditions or any policies or procedures implemented by Sponsor, any conduct detrimental to Sponsor, or any misrepresentation or fraudulent activities in connection with the Program may result, in addition to any rights or remedies available to Sponsor in law or equity, in the termination of participation in the Program, as well as forfeiture of Tokens accrued to date and any other benefits you've earned in connection therewith including, but not limited to, the cancelation of pending orders, in Sponsor’s sole discretion.

5. Each Participant is responsible for reading the Program Terms and Conditions, and any communications that the Sponsor may send, in order to understand his or her rights, responsibilities and status in the Program, as well as the structure for earning rewards (“Rewards,” individually, a “Reward”) and to remain knowledgeable as to the number of Tokens in his or her Account.

6. Tokens do not constitute property, do not entitle a Participant to any vested right or interest and have no cash value. As such, Tokens are not redeemable for cash, transferable or assignable for any reason, and are not transferable upon death, as part of a domestic relations matter or otherwise by operation of law. The sale, barter, transfer, or assignment of any Tokens, other than by Sponsor, is strictly prohibited.

D. Redeeming Tokens for Rewards

1. Participants may redeem their Tokens for merchandise, digital incentives, and other offers and items (“Rewards”) listed on the website. The Rewards will change periodically and without notice, so be sure to visit www.kelloggsfamilyrewards.com/en_US/rewards.html often to see what items are currently available. Rewards are offered while supplies last and are not guaranteed to be available throughout the entire Program Period. All redemptions are subject to the Terms and Conditions of the Program and any conditions or limitations stated on the scorecard.

2. To redeem Tokens for Rewards, Participants can select one reward from the list of rewards on offer for a calendar month. Participants must confirm their selection for the reward to be fulfilled. Participants who select a hard good reward must confirm the address to which the hard good should be shipped in order for the reward to be fulfilled.

3. Once you have selected your reward, the order is final and the completed monthly scorecard will be removed from your account. Tokens will not be refunded or placed back into a Participant’s Account after an order has been placed. Additionally, Reward items may not be returned, except in limited circumstances as determined in Sponsor’s sole discretion, such as with damaged items. For questions regarding damaged items, please Contact Us at https://www.kelloggs.com/en_US/kfr/contact-us.html.

4. Sponsor makes no warranties or guaranties, express or implied, including implied warranty of merchantability, fitness for a particular purpose, and implied warranties arising from course of dealing with respect to any rewards obtained through the Program. Please look to the individual manufacturers for whether they provide any guarantees or warranties on items. Sponsor, at its discretion, may refund points for any redeemed items that are no longer available due to partner discontinuing product or no longer a partner in the Program.
5. All rewards are fulfilled subject to product availability. Items shown on the Program website or in other communications are the models available at the time of publication.

E. Token Expiration

A consumer may earn tokens during a monthly earn period, starting with the first day of each month and ending on the final day of that month. After the final day of the month, any and all earned tokens will be removed from an Account, and a new monthly earn period will begin. Consumers that have earned the required five monthly tokens to complete their scorecard will have until the fourteenth day of the following month to redeem their prize, at which point the consumer will no longer be eligible to redeem. Kellogg is not obligated to provide extensions, and no cash refunds or other exchanges will be allowed for Tokens that have been removed from an Account due to expiration. Kellogg reserves the right modify the duration of a token earn period at any time and for any reason.

F. Modification and/or Termination of Program

1. Sponsor reserves the right to modify the Program, including the Terms and Conditions governing the Program, at any time, with or without notice, even though these changes may affect a Participant's ability to accumulate and redeem Tokens. Continued participation in the Program after such action by Sponsor constitutes acceptance of any modification to the Program, including changes to the Terms and Conditions.

2. The current phase of the Program begins on 1/3/2022. Sponsor in its sole discretion reserves the right to shorten, extend, suspend, modify or cancel the Program at any time. Tokens may be earned, and participants will be able to redeem completed monthly scorecards as set forth in section D. In the event any of these actions are taken by Sponsor, this may affect a Participant's ability to accumulate and redeem Tokens. In the event the Program is terminated, Sponsor will notify Participants of such termination and will provide information on the last day to earn tokens, to accumulate Tokens and to redeem Tokens, if applicable. After that time, any Tokens remaining in a Participant's Account will be forfeited.

3. Sponsor reserves the right to extend the Program Period in its sole discretion. In the event of an extension of the Program Period, Participants will not be notified.

G. General Terms and Conditions

1. By participating in this Program, you agree to release and hold harmless Sponsor, its subsidiaries, affiliates, representatives and agents (including any third parties who assist in the administration and fulfillment of the Loyalty Program) and the respective directors, officers and employees of each from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in the Program or any Program-related activities.

2. Sponsor reserves the right to suspend or discontinue the eligibility of any Participant who uses, or is suspected of using, the Program in a manner inconsistent with these Terms and Conditions or any federal or state laws, statutes or ordinances. In addition to suspension or discontinuance of the Program
eligibility, Sponsor shall have the right to take appropriate administrative and/or legal action, including criminal prosecution, as it deems necessary in its sole discretion.

3. Sponsor is not liable for problems related to any of the equipment or programming associated with or utilized by the Participant, for any human error, for any interruption, deletion, omission, defect, or line failure of any telephone network or electronic transmission, for problems relating to computer equipment, software, inability to access any website or online service, for any other technical or nontechnical error or malfunction, for lost, late, stolen, illegible, incomplete, garbled, misdirected, mutilated or postage due mail or other mail or email for any reason.

4. Any attempt by any Participant to undermine the legitimate operation of the Program may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

5. All questions or disputes regarding eligibility for the Program, the availability of items, Token balances or a Participant's compliance with these Terms and Conditions will be resolved by Sponsor in its sole discretion. For all such questions and disputes, please send an email to Consumer Affairs using the Contact Us link, https://www.kelloggs.com/en_US/kfr/contact-us.html.

6. Neither Sponsor nor Administrator is responsible for any incorrect or inaccurate information supplied by Participants while participating in the Program.

7. Participants are responsible for maintaining current Account Information, including email address, as this information will be used to contact Participants regarding their Account and their activity with the Program.

8. The Program is subject to all applicable laws and regulations. The laws of the State of Michigan, without regard to its conflict of laws principles, will govern these Terms, as well as your and Kellogg's observance of them. If you take any legal action relating to your use of this Program or these Terms, you agree to file such action only in the state or federal courts located in Calhoun County, Michigan.

9. The failure of Sponsor to comply with the Terms because of an act of God, war, fire, riot, terrorism, earthquake, actions of federal, state, or local governmental authorities or for any other reason beyond the reasonable control of Kellogg, shall not be deemed a breach of the Terms. If any such contingency shall last for more than sixty (60) days, Kellogg shall have the right to terminate the Program immediately by giving notice and shall have no further obligation to any member.

10. Sponsor's failure to exercise or enforce any right or provision of these Terms shall not constitute a waiver of such right or provision unless acknowledged and agreed to by Sponsor in writing.

11. Please review our Privacy Policy at www.kelloggcompany.com/en_US/privacy-policy.html which governs the Program to understand our practices in connection with the use and protection of your personal information.