

# OFFICIAL RULES CARAMILK UNLOCK THE SECRET CONTEST

**NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. OPEN TO RESIDENTS OF CANADA, LEGAL AGE OF MAJORITY AND OLDER ONLY IN PROVIDENCE/TERRITORY OF RESIDENCE.**

**THE CONTEST SPONSOR ("SPONSOR") IS MONDELEZ CANADA INC.**

## 1. CONTEST PERIOD AND KEY DATES:

The Caramilk Unlock the Secret Contest (the "**Contest**") commences at 12:00:00 a.m. Eastern Time ("**ET**") on July 17, 2023 and ends at 11:59:59 p.m. ET on September 30, 2023 (the "**Contest Period**").

There are a total of eleven (11) weeks (each, a "**Week**") in the Contest Period. Each Week starts at 12:00:00 a.m. ET each Monday and ends at 11:59:59 p.m. ET each Sunday during the Contest Period (with the exception of the 11<sup>th</sup> Week, where the Week ends on Saturday, September 30, 2023).

For the purposes of these Official Rules:

- A proof of purchase document must be dated between July 17, 2023 and September 30, 2023 (the "**Purchase Period**");
- All No Purchase Entry Requests (defined below in Rule 7B) must be initiated between July 17, 2023 and September 30, 2023 (the "**No Purchase Request Period**");
- All proof of purchase documents and No Purchase Entry Requests must be received between July 17, 2023 and September 30, 2023 (the "**Entry Period**");
- The Grand Prize draw (the "**Grand Prize Draw Date**") will take place October 3, 2023 at approximately 11:00 am ET; and
- There will be eleven (11) Weekly Prize draws (each a "**Weekly Prize Draw**") during the Contest Period as follows:

Weekly Draw	Winners Drawn	Weekly Prize Draw Dates	Entry Qualification Period
1	2	July 26, 2023	July 17 – July 23, 2023
2	2	August 2, 2023	July 17 – July 30, 2023
3	2	August 9, 2023	July 17 – August 6, 2023
4	2	August 16, 2023	July 17 – August 13, 2023
5	2	August 23, 2023	July 17 – August 20, 2023
6	2	August 30, 2023	July 17 – August 27, 2023
7	2	September 6, 2023	July 17 – September 3, 2023
8	2	September 13, 2023	July 17 – September 10, 2023
9	2	September 20, 2023	July 17 – September 17, 2023
10	2	September 27, 2023	July 17 – September 24, 2023
11	2	October 3, 2023	July 17 – September 30, 2023

\*IMPORTANT REMINDER: (i) proof of purchase documents must be dated during the Contest Period; (ii) No Purchase Entry Requests must be initiated during the No Purchase Request Period; and (iii) all proof of purchase documents and No Purchase Entry Requests must be received during the Entry Period.

PREVIOUS NON-WINNING WEEKLY PRIZE ELIGIBLE ENTRIES AUTOMATICALLY CARRY-FORWARD TO BE INCLUDED IN ANY SUBSEQUENT WEEKLY PRIZE DRAW(S). ALL ENTRIES, INCLUDING THOSE QUALIFIED AS WEEKLY DRAW WINNERS, ARE ELIGIBLE FOR THE GRAND PRIZE DRAW.

## 2. ELIGIBILITY:

- a) The Contest is open to all legal residents of Canada who have reached the legal age of majority in the province/territory in which they reside at the time of entry.
- b) Employees, representative or agents of the Sponsor and their respective affiliates, subsidiaries, and agencies (each an "**Agent**" and collectively "**Agencies**"), and members of their immediate family (defined for the purposes of these Official Rules as spouse/partner, parent, child, sibling) or persons living in the same household (whether related or not), are not eligible to participate in the Contest. Void where prohibited.
- c) Sponsor shall have the right at any time to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to enter the Contest. Failure to provide such proof to the complete satisfaction of the Sponsor within the time frame specified by the Sponsor may, in the sole discretion of the Sponsor, result in disqualification. All personal and other information requested by and supplied for the purpose of the Contest must be truthful, complete, accurate and in no way false or misleading. Sponsor reserves the right, in its sole discretion, to disqualify any Participant should such a Participant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

### 3. AGREEMENT TO OFFICIAL RULES:

By participating and entering the Contest, each participant fully and unconditionally agrees to and accepts these rules (“**Official Rules**”) and the decisions of the Sponsor, which are final and binding (without right of appeal) in all matters related to the Contest.

### 4. PARTICIPATION REQUIREMENTS:

The Sponsor is offering eligible Participants the opportunity to earn one (1) Contest Entry (defined below in Rule 7) for every one (1) Participating Products (defined below in Rule 5) purchased from a participating retail store or retailer website in Canada, while supplies last, during the Purchase Period. For clarity, if you purchase two (2) Participating Products, your Submission (defined below in Rule 7A) will be eligible to earn two (2) Entries. Similarly, if your Submission includes three (3) Participating Products, your Submission will be eligible to earn three (3) Entries. See Section 7, “How to Enter”, for details on how to enter this Contest including details on how to enter without purchasing Participating Products.

### 5. PARTICIPATING PRODUCTS:

To be eligible to participate, during the Purchase Period, purchase any Cadbury product (“**Participating Product**”), available at retail stores or retailer websites in Canada, while supplies last, subject to inventory and product listings by store. See below for a full list of Participating Products. Purchases made by or on behalf of groups, clubs, organizations, businesses, and commercial and non-commercial entities will not be accepted and will not be eligible for this Contest.

UPC	Item	Format
61200000542	Caramilk 50g	Single
61200000924	Caramilk Salted Caramel 50g	Single
61200228373	Caramilk 78g	King
61200225969	Caramilk 100g	Family Bar
61200016970	Caramilk Salted Caramel 100g	Family Bar
61200000603	Caramilk 4pk 200g	Multipack
61200012880	Caramilk Snack Size 10pk	Juniors
61200012088	Caramilk Minis 120g	Bag
61200012163	Caramilk Minis 200g	Bag
61200016765	Caramilk Mini Bars 147g	Bag

### 6. REGISTRATION:

To enter, you must first register (a “**Registration**”) by completing the registration process detailed below at <https://caramilk.ca> (the “**Website**”).

**STEP 1:** Complete the online registration form by providing all required information. **You are limited to one (1) Registration per person and the use of multiple email addresses or residential addresses is prohibited.** You must also confirm that you have read and agree to be bound by the Official Rules.

**STEP 2:** You will be sent an email at the email address you provided in the registration form along with instructions to click the appropriate button/link (a “**Login Link**”) within twenty-four (24) hours to confirm your intention to register for the Contest, complete the Registration Process and login to the Website.

**STEP 3:** Upon clicking the Login Link, you will be returned to the Website in a logged-in state where you will be asked to provide your residential mailing address, postal code, and phone number.

After completing the Registration Process, you are prepared to participate in the Contest (a “**Participant**”) and will arrive to your dedicated profile page at the Website (your “**Profile**”).

### 7. HOW TO ENTER THE CONTEST:

After completing the Registration Process and accessing the Website in a logged-in state, there are two ways to earn an Entry (an “**Entry**” or, if multiple, “**Entries**”): “With-Purchase Entry” and “No-Purchase Entry”, each detailed below.

#### A. With-Purchase Entry:

- I. To initiate a With-Purchase Entry, purchase any Participating Product at a participating retail store or retailer website in Canada, while supplies last and subject to inventory and product listings by store, during the Purchase Period and prepare to submit the elements set out below through the Website during the Entry Period (a “**Submission**”):

1. “**Proof of Purchase**”: Photo of an original (not photocopied or scanned) retail store receipt or a PDF file of a retailer online order pick-up, shipping, or delivery confirmation record, depending upon purchase channel (retail store or online store), showing the purchase of at least one (1) Participating Product during the Purchase Period. Each Proof of Purchase must be dated within the Purchase Period. **A Proof of Purchase cannot be used more than once or transferred to another individual, including whether or not that individual is from the same household, or for any other reason whatsoever.**

For greater clarity:

For retail store purchases: Take a photo of your entire original cash register sales receipt clearly showing the entire receipt (all four corners) and without any folds, shadows, or obstructions. If the receipt cannot fit within a single photo, multiple files can be uploaded as part of a single Submission.

Ensure each of the following is clearly visible within the photo(s) or your Submission will be marked invalid:

- retailer name
- transaction date & time
- all Participating Products purchased, including the product description and unit price
- transaction sub-total and total dollar amounts

For online store purchase: Download and/or save your order delivery record, pick-up confirmation record, or shipment confirmation record. If your Proof of Purchase consists of multiple pages, include all pages as part of a single PDF file or submit multiple files as part of a single Submission, if necessary. Your submitted document(s) must clearly show the following to be marked valid:

- retailer name
- transaction date & time
- all Participating Products purchased, including the product description and unit price
- transaction sub-total and total dollar amounts

**NOTE: A confirmation record showing a placed (but not shipped, picked-up or delivered order) is not sufficient to constitute a Proof of Purchase and Submissions that fail to meet this requirement will be marked invalid.**

2. **"Retailer Selection"**: The name of the retailer where you made your purchase.
3. **"Product Quantity Selection"**: The Participating Product(s) brand (and the quantity of each) you purchased. These values will be used to calculate the number of Entries your Submission is requesting. For example, if your Submission includes one (1) Participating Product, your Submission will indicate you are requesting one (1) Entry. Similarly, if your Submission includes three (3) Participating Products, your Submission will indicate you are requesting three (3) Entries.

- II. Click on the "Enter" button found on the Website when in a logged-in state and upload the photo(s)/file(s) of your Proof of Purchase. If your Proof of Purchase has information on both sides or includes multiple pages, upload additional images showing the back-side or additional pages by clicking the available link. Then, select the retailer from where your purchase was made and identify the specific Participating Product(s) and quantity of each purchased and click the "Review" button to preview the contents of your Submission. You have the option to edit (remove, add or replace an image and/or adjust the retailer, brands and product quantities), or, if satisfied the image(s) uploaded meet the requirements to qualify and all information is accurate, press the "Submit" button to complete your Submission. Acceptable file formats are JPG; JPEG; PNG or PDF. Make sure your photograph(s) are centered, in focus, not obscured by dark shadow, aren't folded, show all four corners of the document, and have a clear background.

Submissions must be made during the Entry Period. Each Submission will be reviewed by the Sponsor (or a designated Agent) to determine if it is eligible. If the Sponsor (or Agent), acting in its sole discretion, deems the Submission eligible, you will receive one (1) Entry for every Participating Products purchased in accordance with the Participation Requirements outlined in Rule 4.

The number of Entries earned per Submission will be confirmed via email after the Sponsor (or Agent) completes the review process. If your Submission does not qualify for any Entries, or only qualifies for a portion of the number of Entries requested (as indicated by the Product Quantity Selection at time of submission), you will be informed as to why.

#### B. **No-Purchase Entry:**

To enter without purchase, during the No Purchase Request Period, visit <https://caramilk.ca/no-purchase-entry> and follow the on-screen instructions to request a one-time use No-Purchase Entry Personal Identification Number ("**NPE PIN**"). Once your NPE PIN request has been submitted, a unique NPE PIN will be displayed on-screen and sent by email to the email address you used to register, along with instructions for completing your No-Purchase Entry submission. Each day an NPE PIN request is made, a unique one-time-use NPE PIN is generated. **There is a limit of one (1) NPE PIN request per day during the No-Purchase Request Period.** You must then submit, by mail, the following: i) one unique handwritten original (not photocopied) 50-word (minimum) essay on, "*What is your theory on how Caramilk gets the caramel inside the bar?*" (an "**Essay**"); and ii) one unique NPE PIN; both on a single piece of paper to: Caramilk Unlock the Secret Contest PO Box 174 Whitby Station Main, ON L1N 5S1 (the "**Contest Address**"). Together, i and ii comprise a "**No-Purchase Entry Request**". For clarity, each No-Purchase Entry Request must contain an original Essay, a valid, unique NPE PIN enclosed in a separate envelope bearing sufficient Canadian postage and arrive at the Contest Address within the Entry Period to be eligible. Each Essay can be used only once. Each NPE PIN can be used only once. Any No-Purchase Entry Request with duplicate Essays or NPE PINs will be marked invalid. Simply requesting an NPE PIN does not constitute an Entry. Only once a No Purchase Entry Request has been reviewed for compliance with the Official Rules and deemed valid by the Sponsor (or Agent), acting in its sole and absolute discretion, will you receive one (1) Entry for your No-Purchase Entry Request. Once your No-Purchase Entry Request has been reviewed, you will be informed by email as to the status – either "**Valid**" (if it qualifies you for an Entry) or "**Invalid**" (if it does not qualify you for an Entry). If your No-Purchase Entry Request is invalid, you will be informed as to why it does not qualify.

In relation to each Entry you earn, regardless of the method used to enter, you will automatically: (i) earn one (1) Entry for a chance to win a Weekly Prize (See Rule 10); and (ii) earn one (1) Entry for a chance to win the Grand Prize (See Rule 10).

If you believe the decision to mark the status of your With-Purchase Entry or a No-Purchase Entry as Invalid was made in error, follow the instructions provided in the related email message to contact the Contest Support Team. All support requests will be reviewed and replied to in a timely manner. If it is determined that a Submission was marked as Invalid in error, the decision may be changed, at the sole and absolute discretion of the Sponsor (or Agent).

**THERE IS A LIMIT OF SEVENTY-FIVE (75) ENTRIES PER PERSON AND PER RESIDENTIAL ADDRESS (REGARDLESS OF THE METHOD OF ENTRY) during the Contest Period.**

**8. ADDITIONAL REGISTRATION AND ENTRY RULES:**

An individual cannot make additional Submissions using an alternate name or email address with the same residential address, and likewise an individual cannot make additional Submission using an alternate residential address with a same Proof of Purchase, name or email address. You cannot share a Proof of Purchase with anyone else. Submissions must be made by the registered Participant and not by any other person on behalf of a registered Participant.

Each Proof of Purchase can only be submitted once in relation to this Contest. A Proof of Purchase cannot be used again or combined with another Proof of Purchase to claim further Entries by either you or anyone else.

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) use a Proof of Purchase more than one (1) time; (ii) falsely enter/submit a Proof of Purchase without legitimately obtaining it in accordance with these Official Rules; (iii) enter/submit a Proof of Purchase or other information that has been falsified, manipulated or otherwise altered in any way; and/or (iv) use multiple names, multiple identities, multiple email addresses, multiple residential addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and/or spirit of these Official Rules to enter or otherwise participate in or to disrupt this Contest; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsor. Such person's Entry or Entries may be rejected if (in the sole and absolute discretion of the Sponsor) the Submission/No Purchase Entry Request is not fully completed with all required information and submitted and received in accordance with these Official Rules. The Sponsor, Agents – including the Administrator, Agencies, Advisors, Contractors or Partners, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "**Released Parties**") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries, No Purchase Entry Requests and/or other information (all of which is void).

**9. PRIZES:**

The following Prizes (each, a "**Prize**") are available to be won:

**Weekly Prizes (22 Total – 2 per Week):**

There are a total of 22 Weekly Prizes (each, a "**Weekly Prize**") available to be won. There are 2 Weekly Prizes available to be won in relation to each Week during the Contest Period. Each Weekly Prize consists of one (1) \$100.00 CAD electronic gift card from a major credit card provider.

Use of gift cards are subject to the terms and conditions of the issuer. Each Weekly Prize must be accepted as awarded and may not be transferred, exchanged, or refunded. No substitutions will be made – except in the discretion of the Sponsor. Sponsor reserves the right to substitute a Weekly Prize or a component thereof with a prize of equal or greater value for any reason.

**Grand Prize:**

There will be one (1) Grand Prize (the "**Grand Prize**") available to be won, consists of \$20,000 CAD cash, paid in the form of a cheque from the Sponsor (or Agent).

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable or assignable; (ii) no substitutions are permitted except at Sponsor's option; and (iii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize; and (b) substitute the Grand Prize for any reason with a prize of equal or greater retail value.

**If due to printing, production, online, internet, computer, technical or other error of any kind whatsoever, more Prizes (or more Prizes of a particular type) are claimed than intended to be distributed or awarded according to these Official Rules, then, in addition to having the right to terminate the Contest immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize claims and/or conduct a random draw from amongst all eligible claimants to award the correct number and type of Prizes as specified in these Official Rules. In no event whatsoever will the Sponsor or any of the other Released Parties be liable for more than the number and type of Prizes as stated in these Official Rules. The total number of Weekly Prizes available to be won will decrease as Prizes are claimed and/or forfeited throughout the Contest Period in accordance with these Official Rules.**

As part of the Prize acceptance agreement, each winner agrees to accept the Prize "as is", and winners hereby acknowledge that Sponsor and the other Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to a Prize, including, without limitation, to a Prize's quality, merchantability or fitness for a particular purpose or express warranties (if any) provided exclusively by a Prize supplier that are sent along with a Prize.

**THERE IS A LIMIT OF ONE (1) WEEKLY PRIZE PER PERSON AND PER RESIDENTIAL ADDRESS during the Contest Period.**

**10. POTENTIAL WINNER SELECTION, ODDS, NOTIFICATION AND QUALIFICATION:**

**A. WEEKLY PRIZES (2 per Week):**

Starting on July 26, 2023 and each Week thereafter [Note: The final draw will be held on October 3, 2023 – and will include all previously non-winning eligible Entries received from July 17, 2023 to September 30, 2023] in Whitby, Ontario at approximately 11:00 a.m. ET, two (2) eligible Participants will be selected by random draw from among all previously non-winning eligible Entries submitted and received to date during the Contest Period by the end of the Week immediately preceding the applicable draw (each a **“Weekly Draw”**). See Rule 1. PREVIOUSLY NON-WINNING ELIGIBLE ENTRIES AUTOMATICALLY CONTINUE TO CARRY-FORWARD TO BE INCLUDED IN SUBSEQUENT WEEKLY DRAWS. The odds of winning a Weekly Prize depend on the number of previously non-winning eligible Entries submitted and received to date during the Contest Period by the end of the Week immediately preceding the applicable Weekly Draw. Selected Participants will receive an email notification on the day of the Weekly Draw for which their Entry was selected. This notice will direct them to complete the Winner Qualification Process outlined in Rule 11.

If, for any given Weekly Draw, there are not enough Entries received and eligible to award the number of available Weekly Prizes, the maximum possible number of Weekly Prizes will be awarded – one to each previously non-winning eligible Entry, and the remaining Weekly Prize(s) will be reallocated to the final Weekly Draw – held October 3, 2023. If, at the time of the final Weekly Draw, there are not enough previously non-winning eligible Entries, the remaining Weekly Prizes will not be awarded.

## **B. GRAND PRIZES:**

On October 3, 2023 in Whitby, Ontario at approximately 11:00 a.m. ET, one (1) eligible Participant will be selected by random draw from among all eligible Entries submitted and received in accordance with these Official Rules during the Entry Period. ELIGIBLE ENTRIES THAT WERE AWARDED A WEEKLY PRIZE WILL BE INCLUDED IN THE GRAND PRIZE DRAW. The odds of winning the Grand Prize depend on the number of eligible Entries submitted and received in accordance with these Official Rules during each Entry Period.

The Sponsor or its designated Agent will make two (2) attempts by email and phone to contact the eligible Grand Prize winner within five (5) business days of the Grand Prize Draw Date. If the eligible winner cannot be contacted as outlined above, or if there is a return of any notification as undeliverable; then they may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible Participant from among the remaining eligible Entries for the Grand Prize Draw as outlined above (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

NO ONE IS THE WINNER OF A PRIZE UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS THEM AS THE WINNER OF THE PRIZE IN ACCORDANCE WITH THESE OFFICIAL RULES. BEFORE BEING DECLARED AS A CONFIRMED PRIZE WINNER, the eligible winner will be required to correctly answer a mathematical skill-testing question and accept, within five (5) business days of notification, the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Official Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Sponsor and all of the other Released Parties from any and all liability in connection with this Contest, their participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of their name, city and province/territory of residence, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet, except where prohibited by law.

If an eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the applicable Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Official Rules (including, but not limited to, failing to correctly answer the skill-testing question) (all as determined by the Sponsor in its sole and absolute discretion); then they will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible Participant from among the remaining eligible Entries for the Prize Draw in question as outlined above (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

## **11. WINNER QUALIFICATION & PRIZE CLAIM CONDITIONS:**

Before being declared as a confirmed winner of a Weekly Prize or the Grand Prize, each selected Participant must correctly answer, unaided, a mathematical skill-testing question and accepted the terms of a Declaration and Release Form (**“D&R Form”**) (and any other documents, as required by Sponsor) by the date indicated on the D&R Form (the **“Prize Claim Date”**). Together, these two steps make up the **“Winner Qualification Process”**.

Weekly Prizes and the Grand Prize must be claimed by the Prize Claim Date. If an eligible winner is not in compliance with these Official Rules, incorrectly answers the skill-testing question, declines the applicable Prize, correspondence between the Sponsor and potential winner is returned as undeliverable without a forwarding address, or fails to accept the D&R Form (and any other documents, as applicable) by the Prize Claim Date, the eligible winner may be disqualified and the Prize forfeited and will not be awarded. Prizes will only be awarded upon verification of the eligible winner as a confirmed winner by the Sponsor.

## **12. GENERAL:**

The decisions of the Sponsor are final and Participant agrees to abide by these Official Rules and all of the instructions and decisions of the Sponsor. In the event of any dispute regarding the interpretation of these Official Rules, the decision or interpretation of the Sponsor shall prevail.

No communications will be entered into except with selected Participants, potential winners.

All submitted information becomes the property of the Sponsor. Any request or claim that is illegible, incomplete, altered, or contains false information, is invalid. Sponsor is not responsible for lost, stolen, delayed, late, postage-due, damaged, or misdirected

submissions, claims or requests. The Sponsor is not responsible for any errors or omissions with respect to the printing or advertising of this Contest and, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, reserves the right to withdraw, amend or cancel this Contest for any reason, including in the event of a printing or administrative error.

The Sponsor accepts no responsibility for loss, damage or claims caused by the awarded prize or the Contest itself. By entering, Participant agrees to release and hold harmless the Released Parties from any and all liability for any expenses, injuries, loss or damage of any kind arising from or in connection with the Contest.

Without limiting the release of liability provisions herein, and for greater certainty, the Sponsor and the other Released Parties will not be liable for: a) any incorrect or inaccurate information, whether caused by website users or by any equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions, requests or claims in the Contest; b) any error, omission, interruption, deletion, defect or delay in operation of the website or any transmission in connection with the Contest; c) any communications line failure, theft, destruction or unauthorized access to, or alteration of, entries, submissions, claims or requests; d) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of email which may occur for any reason whatsoever, including technical problems or traffic congestion on the Internet or at any website or combination thereof; e) any injury or damage to Participants' or to any other person's computer or other device(s) related to or resulting downloading materials in this Contest; f) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or g) any combination thereof. If the Contest or any portion thereof is not capable of running as planned for any reason, including unauthorized intervention, fraud, technical failures, or any other cause of any nature whatsoever beyond the reasonable control of the Sponsor which corrupt or affect the administration, security or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion to, without advance notice, terminate or suspend the Contest, in whole or in part, or modify it in any way, subject only to the approval of the Régie des alcools, des courses et des jeux in Quebec.

If the identity of a selected Participant is in dispute, the authorized account holder of the email submitted at the time of entry will be deemed to be the Participant. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the e-mail address in question.

The Sponsor reserves the right at its sole discretion to disqualify any individual from the Contest, with or without notice, and to ban that individual from any future promotion of the Sponsor, if the Sponsor finds or believes such individual to be tampering with the entry process or the operation of the Contest or where applicable, the Contest website; to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsor, the Sponsor's agencies, other Participants or any other person. ANY ATTEMPT BY AN PARTICIPANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

By entering this Contest, you consent to the Sponsor's use, should you become a confirmed winner, of your name, place of residence and photograph or other likeness, without further compensation or notice, for publicity, advertising or informational purposes in any media or format (including the Internet) in connection with this Contest.

The Sponsor is collecting personal data about the Participants for the purpose of administering this Contest. No further informational or marketing communications will be received by Participants – unless they have opted-in to receive such communications. The Sponsor respects your right to privacy of your personal information. Please review our Privacy Policy at [https://disclaimer.mondelezinternational.com/ca/privacy\\_policy\\_en.aspx](https://disclaimer.mondelezinternational.com/ca/privacy_policy_en.aspx) or call 1-855-535-5666 for details on the manner in which we collect, use, disclose, and otherwise manage your personal information.

This Contest is subject to all applicable laws and shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.

In the event of any discrepancy or inconsistency between the English language version and the French language version of the Official Rules, as applicable, the English version shall prevail, govern and control.

**Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.**

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**For Quebec residents:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux in Quebec, to adjust any of the dates, timeframes and/or other mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any Participant and/or any other information or materials with these Official Rules, or as a result of any problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole discretion, affect the proper administration of the Contest as contemplated in these Official Rules, or for any other reason.