

## Cheerios Moments of Good Promotion Official Rules

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.**

**THE CONTEST NOMINATOR OFFER IS AVAILABLE ON A FIRST-COME, FIRST-SERVED, WHILE SUPPLIES LAST BASIS.**

Overview: The Cheerios Moments of Good Promotion (the "Promotion") consists of a registration offer ("Registration Offer"), a nomination Contest ("Contest") and a Contest nominator offer, for those that participate in the Contest by nominating a nominee ("Contest Nominator Offer"). There is a limited number of Registration Offers and Contest Nominator Offers that will be available and distributed. See Section 4 and 5 for complete details. Furthermore, the Contest encourages a limited number of entrants, on a first-come first-serve basis, to nominate (each, a "Nominator") a close friend, family member or known acquaintance whom they believe is most deserving to win the Contest prize. See Sections 1, 4, 5, 8 and 10 for complete details. If all the Registration Offers deplete, prior to the end of the Promotion Period (defined below), you may still participate in the Contest and those that participate in the Contest can still be recipients of the Contest Nominator Offer. If the Contest concludes sooner than when the Registration Offers deplete, based on participation, you may only register for a Registration Offer.

**1. Eligibility:** The Promotion is open only to individuals who are legal residents and physically located in one (1) of the fifty (50) United States (including the District of Columbia) and who are at least eighteen (18) years old at the date and time of entry. **All Contest nominees must also be legal residents of the fifty (50) United States and the District of Columbia and at least eighteen (18) to be eligible for the Contest prize (each an "Eligible Nominee").** Employees, officers, and directors of General Mills Sales, Inc. ("Sponsor"), Merkle Inc. ("Administrator"), Walmart, Inc., ShopperWorks, and any of their respective parent and affiliate companies, members, advertising and promotion agencies, distributors and other prize suppliers ("collectively, "Promotion Entities") as well as the immediate family (i.e., spouse, parents, siblings, children and grandchildren) and/or those living in the same household of each such employee, officer and director (whether legally related or not) are not eligible to enter or win a prize in this Promotion. The Promotion is void where prohibited by law.

**2. Sponsor:** General Mills Sales, Inc., One General Mills Blvd., Minneapolis, MN 55426. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Agreement to Official Rules:** Participation in this Promotion constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**4. Timing:** The Promotion is scheduled to begin at 12:00 a.m. Eastern Time ("ET") on February 2, 2021 and ends at 11:59 p.m. ET on March 31, 2021 (the "Promotion Period"). That said, the Registration Offer ends at 11:59 p.m. ET on March 31, 2021 **or when eight thousand (8,000) registrations have been received, whichever comes first.** The Contest and the Contest Nominator Offer ends at 11:59 p.m. ET on February 28, 2021 **or when five hundred (500) Submissions have been received, whichever comes first.** Administrator's computer is the official time-keeping device for the Promotion.

## 5. How to Participate:

**Step 1 – Register for the Promotion:** Visit [cheeriosmomentsofgood.com](http://cheeriosmomentsofgood.com) (“Promotion Website”) and follow the links and instructions to complete and submit the registration form, including your name and valid email address.

*Registration Offer:* If you are one (1) of the first eight thousand (8,000) entrants to register, as outlined above, you will qualify for a Registration Offer. The Registration Offer will be sent via the email address used to register for the Promotion. The Registration Offer will be redeemable for: \$2.00 that can be used towards the purchase of a Family or Mega Sized box of Cheerios cereal at Walmart. The offer will be sent in the form of a Walmart eGift Card. Purchase available at a participating Walmart store locations. Terms and conditions apply (<https://www.walmart.com/help/article/gift-card-terms-and-conditions/9881a4e10ab24dbe8f406df5c75aced>). Limit: one (1) Registration Offer per person/email address.

**Step 2 – Participate in the Contest by Submitting a Nomination:** Then, follow the links and instructions to nominate an Eligible Nominee (per Section 1 above). To do so, complete your contact information including valid home address (P.O. Boxes are not permitted) and complete the contact information for him/her/they, including full name and email address. Make sure you have permission from the Eligible Nominee, and his/her/their parent/legal guardian if he/she/they is/are a minor in his or her state of residence, to nominate him/her/they. Finally, follow the links and instructions to submit an essay explaining “All the good your nominee does, how they impact your community, and why your nominee is special in the way they do good.”, collectively referred to as your submission (“Submission”). Your Submission must be a minimum of one hundred (100) words and must not exceed two hundred fifty (250) words in length.

*Contest Nominator Offer:* If you are one (1) of the first five hundred (500) entrants to participate in the Contest by submitting an eligible Submission, as outlined above, you will qualify for a free gift package. The gift consists of one (1) Cheerios sample; one (1) string art craft; one (1) reusable food storage bag; one (1) magnet; one (1) confetti popper; one (1) set of sidewalk chalk; and one (1) activity guide. Limit: one (1) Contest Nominator Offer per person/email address.

Your Submission need not include any reference, positive or negative, to Sponsor’s products or services. Including a reference of Sponsor’s products/services in your Contest Submission will not improve your chances of winning. By uploading your Submission, you agree that it conforms to the guidelines, permissions, and content restrictions below and that Sponsor, in its sole discretion, may disqualify you if it believes that it fails to conform. Where your Submission meets all requirements, your Submission will be deemed one (1) Contest entry.

### Guidelines:

- The Submission must be a minimum of one hundred (100) words;
- The Submission must not exceed two hundred fifty (250) words;
- The Submission content must be true and reflect true experiences and beliefs (as applicable); and
- The Submission must be in English.

Permissions: Entrant must have permission from any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

### Content Restrictions:

- The Submission must be your original work;
- The Submission must not convey any claims of Sponsor’s products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- The Submission must not contain material that violates or infringes another’s rights, including, but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement and therefore must not contain brand names or trademarks other than those owned by Sponsor;

- The Submission must not contain content created by a third party, such as images or artwork;
- The Submission must not disparage Sponsor, or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, sexually explicit, tortious, defamatory, slanderous or libelous;
- Your Submission must not make references to or include: alcohol, illegal drugs, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Submission is created.

Limit: Each entrant may upload one (1) Submission during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Submissions received from any person or email address in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder. If a dispute cannot be resolved to the Administrator's satisfaction, the entry will be deemed ineligible. The submission of an entry is solely the responsibility of the entrant. Proof of sending (such as an automated computer receipt confirming delivery of email or "thanks for entering" message does not constitute proof of actual receipt by Administrator of an entry for purposes of this Promotion. Only eligible entries actually received by Administrator's server before the end of the Promotion Period will be included in the Promotion. Released Parties (as defined in Section 11, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Submissions; all of which will be void.

**6. Sponsor's Use of Submissions:** Entrant, upon submission of his or her Submission to the Promotion, irrevocably grants to Sponsor, and each of its licensees, successors and assigns, the non-exclusive, perpetual, royalty-free, no-cost license and right to use and otherwise exploit the Submissions, and all images, text and materials included or depicted therein, in whole or in part, in any manner or medium now or hereafter known or devised, throughout the universe and in any and all languages, including, without limitation, the right to display, reproduce, recreate, record, perform, exhibit, distribute, copy, edit, change, modify, add to, subtract from, re-title and adapt the same, to combine it with other material and otherwise use and exploit it without having to give any compensation or attribution to entrants or any third party, except for the awarding of the prize to the winner in this Promotion. Entrants agree that during the Promotion Period, they shall not make, and shall not permit, any other public use, display or distribution of the Submissions, and they shall maintain all rights without encumbrances so that, if Sponsor desires, entrants can assign all rights in and to Submissions if selected as a winner. Sponsor, and each of its successors, assigns and licensees, will have the right to make unlimited derivative works of Submissions, to assign or transfer any or all of Sponsor's granted rights and to grant unlimited, multiple-level sublicenses. Without limiting the forgoing, Sponsor will have the right to use the Submissions submitted as part of the Promotion, and all images, text and materials included or depicted therein (if any), in any merchandising, advertising, marketing, promotion or for any other commercial or non-commercial purpose. Entrants hereby forever waive and relinquish all "moral rights (droit moral)" now or hereafter recognized in connection with Submissions submitted as part of the Promotion. Entrants acknowledge that as a condition of participating in the Promotion and/or being selected as a winner, Sponsor may request that the entrant's Submission, and any rights therein, be assigned to Sponsor and entrants may be required to confirm such assignment by completing and submitting the Declaration (and any other documents reasonably required by Sponsor) or such entrant will otherwise be disqualified from receiving his/her prize(s). Entrants must maintain the ability to assign all such rights to Sponsor free of any limitations, restrictions or third party obligations. Entrants agree that Sponsor shall have the sole discretion in determining the extent and

manner of use of Submissions and are not obligated to use any Submission. Entrants agree that Sponsor, nor its agents, shall be responsible for return or preservation of the Submissions submitted. All Submissions that are posted on the Promotion Website or elsewhere are available to be viewed by anyone with access to the Internet.

Each entrant acknowledges that Submissions are not being submitted in confidence or in trust to Sponsor and that no confidential or fiduciary relationship is intended or created. Each entrant acknowledges that Sponsor and other entrants may have created ideas and concepts contained in their Submissions that may have familiarities or similarities to his/her own Submission, and that he/she will not be entitled to any compensation or right to negotiate with the Promotion Entities because of these familiarities or similarities. Notwithstanding any custom and practice in the industry to pay an individual for an idea (if any), nothing herein shall create an implied or express contract to compensate entrants for their Submissions and there is no obligation for any Promotion Entity to pay or otherwise compensate entrants for any of their ideas or materials in any communications with Sponsor, whatsoever. Submissions are not confidential and the Promotion Entities' only obligations to entrants regarding Submissions are as specifically set forth in these Official Rules. The decisions of the Sponsor are final and binding in all matters relating to this Promotion, including interpretation and application of these Official Rules. Entrant, by participating in the Promotion, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. Sponsor reserves the right to request from entrant at any time proof that entrant maintains all necessary rights in their Submission in order to grant Sponsor the rights required herein in a form acceptable to Sponsor. Failure to provide such proof may lead to, among other things, the entrant being disqualified from the Promotion.

**7. Representations, Warranties and Indemnity:** By entering the Promotion, entrant represents and warrants that he or she has read, understands, agrees to and will follow the Official Rules. Entrant further represents and warrants that his or her Submission and all materials and matter therein: (a) (except for elements that are within the public domain or are provided by Sponsor for inclusion in Submissions) are wholly original with such entrant and are not a copy or imitation of any other material or entrant has all necessary rights to grant the Sponsor the rights granted hereunder and exercise such without obligation or liability to any third party; (b) will not infringe or violate any right whatsoever, including, without limitation, any personal rights (e.g., defamation, privacy, false light, moral right, etc.) or any property rights (e.g., copyright, trademark, right to ideas, etc.) of any person or entity and the use thereof will result in no third party liability or obligations; and (c) is not the subject of any threatened or pending litigation, claim or dispute that might give rise to litigation, which adversely affects or in any way prejudices, impairs or diminishes the rights granted hereunder or the value thereof. Entrant further represents and warrants that he or she has the right to agree to and fully perform consistent with these Official Rules and that he or she has complied and has obtained all permissions, licenses and consents that are necessary for the submission of the Submission and the use of the Submission and to verify compliance with the foregoing requirements. Entrant agrees to provide to Sponsor at Sponsor's request copies of all such permissions, licenses and consents. Sponsor reserves the right, in its sole discretion, to disqualify and/or not to post on the Promotion Website any Submission that Sponsor determines does not comply with these Official Rules, to make such changes to any Submission as are necessary to make it compliant, or to require the entrant to do so. Entrant further acknowledges and agrees that he/she has not previously granted, assigned or otherwise encumbered his/her Submission, or any images, text and materials depicted therein, to any other third party. Further, entrant represents and warrants that Sponsor's use of any Submission, including any images, text and materials depicted therein, shall not violate an agreement to which such entrant has signed. Entrant agrees to indemnify and hold the Released Parties (defined below) harmless from and against any third party claims, to the extent arising out of or relating to any breach of any representation, warranty or covenant made by entrant in connection with his or her acceptance of these Official Rules or Promotion activities.

**8. Contest Winner Determination:** A panel of qualified judges, determined by Sponsor in its sole discretion, will select the one (1) Eligible Nominee with the highest-scoring Submission (potential "Contest Winner") based on the following Judging Criteria:

*Fit to Contest Theme – 50% – includes a theme of doing good;*

*Impact* – 25% – has a positive impact on the local community; and  
*Creativity/originality* – 25% – has ingenuity or exemplifies initiative to make a unique impact.

Subject to the selected Eligible Nominee's (and the applicable Nominator's) compliance with these Official Rules, the Eligible Nominee whose Submission receives highest score will be deemed the potential Contest Grand Prize winner. In the event of a tie, the Submission that received the highest score for "Fit to Contest Theme," as determined by the qualified judges in their sole discretion, will be deemed the potential Contest Grand Prize winner from amongst the tied Submissions. Sponsor will not disclose judging scores.

**9. Winner Requirements:** Potential Contest Grand Prize winner will be notified by email on or around March 10, 2021. The potential Contest Grand Prize winner (or parent/legal guardian if a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited, a Publicity Release ("Declaration"), which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If the potential Contest Grand Prize winner cannot be contacted, fails to execute and return the Declaration or provide any other requested information, within the required time period, does not comply with these Official Rules, or if prize is returned as undeliverable, potential winner forfeits the prize and Sponsor and Administrator will have no further obligation to such potential winner. If the potential Contest Grand Prize winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the Contest Grand Prize will remain un-awarded.

**10. Contest Prize: ONE (1) GRAND PRIZE:** Winning Eligible Nominee will receive one (1) \$5,000 prize, in the form of ten (10) \$500 Walmart eGift Cards. [Gift card terms and conditions](#) apply. Actual Value/Approximate Retail Value: \$5,000. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Prize will be fulfilled 8 – 10 weeks after the end of the Promotion.

**11. Release:** By entering the Promotion, each entrant agrees to indemnify, defend, release and hold harmless the Promotion Entities, and their respective subsidiaries, affiliates, suppliers, distributors, partners, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of your participation in the Promotion or resulting directly or indirectly, from your acceptance, possession, use, or misuse of any prize awarded in connection with the Promotion, including, without limitation, personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**12. Publicity:** Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, voice, statements, social media posts, usernames, opinions, Submission, and/or prize information in connection with the Promotion for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

**13. Ownership of Submission:** The Contest winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. The Contest winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. The Contest winner will indemnify Sponsor, Released Parties, and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of this Section 13.

**14. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion if any fraud, technical failures, human error, any other factor impairs the integrity or proper functioning of the Promotion, or any event or cause beyond Sponsor's control (e.g., events such as natural calamities, national emergencies, wide spread illnesses, pandemics, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Promotion, including, but not limited to, fulfillment of the prize(s)/offers, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the Contest winner from among all non-suspect, eligible entries received up to time of such action using the judging procedure outlined above. Sponsor may also modify the prize/offers offered. In addition, Sponsor reserves the right to disqualify any individual it finds to be tampering with the registration/entry process or the operation of the Promotion or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated entries. Any person who supplies false information, obtains entries by fraudulent means, or is otherwise determined to be in violation of these Official Rules in an attempt to obtain any prize will forfeit any prize won and may be prosecuted to the full extent of the law. Any attempt by any person to undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**15. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, including errors or typos in these Official Rules or any Promotion-related communication or materials, whether caused a Released Party or by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications or entry information, any error, omission, interruption, deletion, defect, delay in operation or transmission, failures or technical malfunction of any computer online systems, servers, providers, computer equipment, software, email, players or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize or (6) late, lost, misdirected, illegible, incomplete or mutilated entries or for theft, destruction or unauthorized access to, or alteration of entries. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Promotion entry, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims. Released Parties are not responsible for any unauthorized third-party use of any Submission.

**16. Dispute Resolution:** You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Promotion or the Official Rules, will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Promotion or the Official Rules, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules. You must send the Demand to the following address (the "Notice Address"): Legal Department, Merkle, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American

Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Promotion, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be Oakland County, Michigan. This arbitration provision shall survive conclusion, modification or termination of the Promotion and suspension, revocation, closure, modification, or amendments to the Official Rules, and any aspect of the relationship of the parties relating to or arising from participation in the Promotion.

**17. Entrant's Personal Information:** Information collected from entrant is subject to Sponsor's Privacy Policy <http://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>.

**18. Winner List:** For the name of the Contest winner, visit <https://bit.ly/3sqSJMj>. The winner list will be posted after winner confirmation is complete.

**19. Miscellaneous:** The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or company, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such product or service and, except as otherwise indicated, no association or endorsement is intended or should be inferred. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. For entrants, to the extent there is a conflict between these Official Rules and any terms of use or other agreement posted on the website, these Official Rules control.

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