

## **Kraft Heinz Community Panel Survey Participation Contest 2017**

### **Official Contest Rules**

**1) CONTEST PERIOD:** This contest begins on January 1, 2017 at 12:00am Pacific Time (PT) and closes on December 31, 2017 at 11:59pm PT, the Contest Closing Date.

**2) HOW TO ENTER: NO PURCHASE NECESSARY.**

**ON-LINE:** To enter, you must be a registered member of Kraft Heinz Food for Thought panel. If you are not already a registered member, you may sign up and register online by logging on to [www.KHFoodForThought.ca](http://www.KHFoodForThought.ca), ("Contest Site") and following the on-screen instructions.

To be entered into this contest, you must complete at least one (1) of the consumer panel surveys ("Survey") posted on the Contest Site throughout the Contest Period. Once you have completed a Survey, you will be automatically entered into the contest.

There can be multiple Surveys posted to the Contest Site throughout each month of the Contest Period. Every one (1) Survey completed, equals one (1) entry into the Contest. Entries are unlimited, however are limited to one (1) entry per person, per e-mail address, per Survey completed. Limit of one (1) prize per person.

Monthly random draws will be conducted throughout the Contest Period. Entries are only eligible for the month in which the entry to the Contest was received. Entrants' whose entries are not selected as a Potential Winner in a particular month, must complete a new Survey in order to generate a new entry for each and/or any subsequent monthly draws throughout the remainder of the Contest Period.

**3) ELIGIBILITY:** Contest is open to legal residents of Canada who have reached the age of majority in the province or territory of which they reside as of the Contest Closing Date.

Employees of Kraft Heinz Canada ULC, ("Sponsor") and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, (collectively, "Promotion Parties"), representatives or agents, Contest judges and the persons with whom any of the above are domiciled are not eligible to enter.

**4) POTENTIAL WINNER SELECTION:** Random draws will be made electronically through a total of twelve (12) monthly draws, with three (3) draws being made on the last date of each month during the Contest Period (for a total of thirty-six (36) draws altogether). The monthly draw dates are: January 31, 2017, February 28, 2017, March 31, 2017, April 30, 2017, May 31, 2017, June 30, 2017, July 31, 2017, August 31, 2017, September 30, 2017, October 31, 2017, November 30, 2017, and December 31, 2017, and will be made at 12:00pm (PT) in Vancouver, BC from all eligible entries received on or before the Contest Closing Date. Before being declared a Winner, the selected Potential Winners must correctly answer a time-limited

mathematical skill-testing question without assistance or mechanical or electronic aid and will be required to sign a standard declaration and release form confirming compliance with the contest Official Rules and acceptance of the prize as awarded. The selected Potential Winner will be notified by e-mail or phone call within one week of the relevant contest draw date. If Potential Winner cannot be contacted within three (3) days, at Sponsor's discretion, another Entrant may be selected.

**5) ODDS:** The chances of being selected depend upon the number of eligible entries received.

**6) PRIZES/APPROXIMATE RETAIL VALUES (ARVs):** There are a total of thirty-six (36) prizes available to be won during the Contest Period. Each prize consists of \$100.00 payable to the Potential Winner.

Total value of all prizes combined is \$3,600.00

The value of each prize is that stated by the supplier of the prize as being in effect thirty (30) days prior to the launching of this contest.

**7) DECLARATION AND RELEASE:** Potential Winner will be required to execute and return a Declaration and Release within seven (7) days of attempted delivery or prize will be forfeited and may be awarded to an alternate Entrant.

The return of any prize/prize notification as undeliverable or noncompliance with the terms of these Official Rules may result in disqualification and at Sponsor's discretion, selection of an alternate Entrant.

**8) LIMITATION OF LIABILITY:** By entering contest, the entrant accepts and agrees to these Official Rules and the decisions of Sponsor, which shall be final in all matters. By accepting prize, winner agrees to hold Promotion Parties, their affiliates, directors, officers, employees, parent and related companies, licensors, licensees, and assigns harmless against any and all claims and liability arising out of the acceptance, use, misuse or redemption of any prize or participation in the contest. Promotion Parties are not responsible for lost or late entries or Declaration and Releases, or for any typographical, or other error in the printing of the offer, administration of the contest, or announcement of the prize, or for technical, hardware, or software malfunctions, computer virus, bugs, tampering, unauthorized intervention, fraud, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this contest, or by any human error which may occur in the processing of the entries in this contest, or any other cause beyond the reasonable control of Sponsor that interferes with the proper conduct of the contest as contemplated by these Official Rules. If, in the Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of the contest, or if technical difficulties or any other factor including accident, printing, administrative, or any error of any kind compromises the integrity, administration, or conduct of the contest, the Sponsor reserves the right, with consent of the

*Régie des alcools, des courses et des jeux*, to modify, cancel, or suspend this contest without prior notice or obligation. Any attempt to deliberately damage any website or to undermine the legitimate operation of this contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Sponsor reserves the right to disqualify a person if he/she enters the contest or tries to do so by any means contrary to these rules or which would be unfair to other entrants or where contest entries are generated by any mechanical or automated means. Entry materials that have been tampered with, reproduced, falsified, or altered are void. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name on the online entry form.

Currency is in Canadian dollars unless otherwise stipulated. Each prize must be accepted “as is” and may not be exchanged for an amount of money, bartered, sold, raffled, substituted, or transferred, and is non-refundable. In the event the stated prizes are unavailable due to reasons beyond the control of Sponsor, a prize of equivalent nature and value will be available to be won, or Sponsor, in its sole option, may award the winner the equivalent monetary value in lieu of prize. The prizes will be delivered only to the confirmed winners.

Refusal to accept a prize releases the Promotion Parties, as well as their respective directors, officers, and employees, of all responsibility and obligations toward the winner of such prize. In no event shall Sponsor be held to award more prizes than what is mentioned in these rules or to award prizes otherwise than in compliance with these rules.

**9) LANGUAGE DISCREPANCY:** In the event of any discrepancy or inconsistency between the English language version and the French language version of the Contest Rules, as applicable, the English version shall prevail, govern and control.

**10) CONDITIONS OF ENTRY:** Acceptance of a prize constitutes permission for the Sponsor, and their agencies to use winners’ names, cities and provinces/territories of residence and likenesses for purposes of advertising and publicity in any and all media now or hereafter known throughout the world in perpetuity, without further compensation, notification, or permission, unless prohibited by law.

All information requested by and supplied by each entrant must be truthful, accurate, and in no way misleading. Sponsor reserves the right to disqualify any entrant from the contest in their discretion, should the entrant at any stage supply untruthful, inaccurate, or misleading details and/or information or should the entrant be ineligible for the contest pursuant to these rules.

**11) PROVINCE OF QUEBEC:** Any litigation respecting the conduct or organization of the 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 in the contest may be submitted to the *Régie* only for the purpose of helping the parties reach a fair settlement.

**12) PRIVACY:** Sponsor, 95 Moatfield Drive, Toronto, ON M3B 3L6, respects entrants' right to privacy. Entrants' names, age, mailing addresses, telephone numbers, and e-mail addresses are gathered for the purpose of administering this contest and conducting publicity about this contest. By entering this contest, entrants consent to Sponsor's collection, use, and disclosure of their personal information for these purposes. You consent may be withdrawn at any time. Should you withdrawal your consent, your entry into this contest will be invalid. For a copy of Sponsor's Privacy Promise, please call 1-800-567-KRAFT or visit [www.kraftcanada.com](http://www.kraftcanada.com).

**13) OFFICIAL RULES:** These rules are also available on the contest website at [www.KHFoodforThought.ca](http://www.KHFoodforThought.ca) .