

Search for Goodness Contest 2019

OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY. By entering this Contest and/or agreeing to be nominated (as described below), entrants and nominees agree to abide by these Official Rules. The decisions of the independent contest organization with respect to all aspects of the Contest are final. The Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to the Sponsor and not to Facebook. The information you provide will only be used to administer the Contest in accordance with the Sponsor's privacy policy. Facebook is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Facebook.

1. SPONSOR & CONTEST PERIODS:

The Search for Goodness Contest 2019 (the "Contest") is sponsored by Post Foods Canada Inc. (the "Sponsor"). The Contest nomination entry period begins at 12:00:00 PM Eastern Time ("ET") on June 24, 2019 and ends at 11:59:59 PM ET on August 26, 2019 (the "Nomination Entry Period"). The Contest voting period begins at 12:00:00 PM ET on June 24, 2019 and ends at 11:59:59 PM ET on September 2, 2019 (the "Voting Period").

2. ELIGIBILITY:

Nominator: To enter and nominate another person or group of people (described in rule 3), a person (herein referred to as a "Nominator") must be a legal resident of Canada who is 13 years of age or older at time of entry and who is not an employee, representative or agent of the Sponsor, its advertising and promotional agencies, the independent contest organization, or any of their affiliated and related companies (collectively the "Contest Parties"), or a member of the immediate family of, or a person domiciled with, any of the above (collectively the "Excluded Parties" or an "Excluded Party"). In these Official Contest Rules & Regulations (the "Official Rules"), "immediate family" means mother, father, brothers, sisters, sons, daughters and/or legal or common-law spouse. If a Nominator is under the age of majority at time of entry, he/she will require his/her parent or legal guardian permission to enter the Contest.

Nominee: In order for a person to be nominated by another person (either individually or as a member of a Team (as defined in rule 3)), a person (herein referred to as a "Nominee") must be a legal resident of Canada who is 13 years of age or older at time of being nominated, must not be an Excluded Party and cannot have won a previous Post Search for Goodness contest. If a Nominee is under the age of majority and is the selected entrant for the Prize, he/she will require his/her parent or legal guardian to act on his/her behalf in regard to completing the Release Form (as defined in rule 9) and accepting of the Prize (see rule 9).

Voters: To vote in this Contest, voters must be individual, legal residents of Canada who are 13 years or age or older at the time of voting. Organizations are not eligible to vote.

BY ENTERING THE CONTEST AND/OR AGREEING TO BE NOMINATED, NOMINATORS AND NOMINEES AGREE (IF APPLICABLE) TO BE SUBJECT TO A BACKGROUND INVESTIGATION TO BE CONDUCTED, INCLUDING BUT NOT LIMITED TO CRIMINAL RECORDS EVALUATION. NOMINATORS AND NOMINEES (AND THEIR PARENT/LEGAL GUARDIAN IF A MINOR) MAY BE REQUIRED TO CONFIRM THIS CONSENT IN WRITING AT ANY TIME UP TO AND INCLUDING THE CONCLUSION OF ROUND 2 OF THE SELECTION PROCESS, AS DESCRIBED BELOW, UPON REQUEST BY SPONSOR. ANY NOMINATOR OR NOMINEE WHO REFUSES TO AGREE TO A BACKGROUND INVESTIGATION, OR WHO HAS BEEN CONVICTED OF AN INDICTABLE OFFENCE, OR WHO FAILS TO MEET APPLICABLE SECURITY CRITERIA, AS DETERMINED BY THE SPONSOR IN ITS SOLE DISCRETION, OR IF INFORMATION DISCOVERED AT ANY POINT, INCLUDING ONCE THE NOMINEE IS ANNOUNCED AS A FINALIST OR ONCE A WINNER HAS BEEN PUBLICALLY ANNOUNCED, IS DEEMED TO BE POTENTIALLY HARMFUL TO THE IMAGE OF THE SPONSOR, AS DETERMINED BY SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION, THE SUBMISSION WILL BE DISQUALIFIED AND, IN THE CASE OF AN ANNOUNCED FINALIST OR SELECTED WINNER, AN ALTERNATE SUBMISSION MAY BE SELECTED AS A FINALIST OR A POTENTIAL WINNER (AS APPLICABLE), AT SPONSOR'S SOLE DISCRETION.

3. HOW TO ENTER THE CONTEST:

To nominate an individual or a Team, during the Nomination Entry Period, visit searchforgoodness.ca (the "Contest Website") and complete the entry form (the "Entry Form") by either (a) logging into your Facebook Account, which will auto-populate your name and email address, or (b) by creating a Search for Goodness account by typing in your full name (as Nominator), province of residence, a valid email address and creating a password (a "Search for Goodness Account"). Next, enter the information regarding the Nominee or Nominees (in the case of a Team) you wish to nominate by typing in a Nominee(s)' full name, valid email address, city and province of residence. In the event you are nominating a group of people (a "Team"), you may complete the required information for up to three (3) Nominees and create a Team name (which must comply with the requirements in rule 4 below). The maximum number of people allowed in a Team is three (3) people. Then, upload a photo ("Photo") of your individual Nominee or Team in the field provided and a story explaining "a reason why this Nominee is a genuinely good person" in the event of one (1) Nominee, or a story explaining "a reason why this Team is made up of genuinely good people" in the event of a Team (collectively a "Story"), (see rule 4 for Photo and Story format and content requirements). Next, confirm that you have permission from the Nominee(s) to submit their Story, personal information and Photo and confirm that you have read and agree to these Official Rules. Once you have completed the above, click "Create Nomination" and your Photo and Story (collectively a "Submission") will be reviewed by the Sponsor (or its designated representative(s)) within three (3) business days to determine if it meets the requirements outlined in rule 4. If eligible, your Submission will be considered an official entry into the Contest and will be posted on the Contest Website for viewing only.

Within two (2) business days of receipt of a Submission, the Sponsor will send an email to the Nominee(s) at the email address(es) provided by the Nominator, explaining that he/she has been nominated in this Contest by the Nominator (the Nominator's full name will be included within that email). If the Nominee(s) does/do not respond to the notification email, they are deemed to be agreeing to the nomination. If any notice is undeliverable, the Sponsor may contact the Nominator to obtain the correct email address. The Nominee(s) can, at any time during the Voting Period, request that the Sponsor withdraw his/her/their nomination from consideration in the Contest. If a Nominee(s) makes such a request, the Sponsor will remove the Nominee's Story and Photo from the Contest Website and the Entry associated with such Submission will be forfeited. If any member of a Team that has been nominated requests that his/her nomination be withdrawn from consideration, the Team's Submission will be forfeited, including all Votes associated therewith. The remaining members of the Team may be nominated again as a new Team. The Sponsor is in no way required to inform Nominator of the Nominee(s)' request.

The Nominator must obtain permission from his/her Nominee(s), or in the case of a minor, his/her parent or legal guardian, to submit his/her personal information (including email address), Story and Photo during the entry process. The onus for obtaining such consent rests entirely with the Nominator. You may only nominate individuals with whom you have had direct voluntary two way communications, and with whom it is reasonable to conclude you have a personal relationship considering shared interests, experiences, opinions and other relevant factors; or such family members with whom you are related, including by marriage, a common-law partnership, or parent-child relationship, and with whom you have had direct voluntary two way communications. There are no limits to the number of nominations you make, however each nomination must be unique (you may only nominate a person or Team once). You may only use one (1) email address, one (1) Search for Goodness Account or one (1) Facebook account to enter the Contest.

Each Nominee may be nominated one (1) time throughout the Nomination Entry Period. Only the first eligible Submission made relating to a Nominee will be considered an entry into the Contest and will be the only Submission related to the Nominee that will be posted on the Contest Website for voting. However, in the event that more than one Submission is made for a Nominee who becomes a Finalist, the judges reserve the right to consider such additional Submissions as part of Round Two of the Winner Selection Process. For greater certainty, if a Nominee is nominated as an individual, and then is nominated as part of a Team, the Team nomination will not be considered an entry. Similarly, if a Team is nominated and then an individual member of that Team is nominated as an individual, only the Team nomination will be considered an entry. The sole determinant of time for the purposes of a determining which Submission for an individual Nominee was received first in this Contest will be the Sponsor's promotional agencies' computer servers.

In the event it is determined that an entrant has entered in a fashion not sanctioned by these Official Rules and/or has submitted more than the number of Submissions permitted by these Official Rules, the Nominator will be disqualified and all of the Submissions submitted by the Nominator will be disqualified. Proof of transmission (screenshots or captures, etc.) does not constitute proof of delivery. Submissions generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. The Sponsor will not be responsible for late, lost, illegible, falsified,

damaged, misdirected, mutilated, garbled or incomplete Submissions, which will be void. All Submissions become the property of the Sponsor upon receipt and none will be returned.

4. PHOTO AND STORY FORMAT AND CONTENT:

Each submitted Photo:

- must be submitted in either a jpg or png file format;
- must be no more than 4 MG in file size;
- must be a photo of the Nominee alone, in the case of an individual Nominee, or of the Team, in the case of a Team Nominee and if other people are included in the photo, written consent has been obtained from each such person (and his/her parent or legal guardian if a minor), and such written consent will be provided to Sponsor upon request;
- may not infringe upon the copyrights, trademarks, rights of privacy, rights of publicity or other intellectual property or other rights of any person or entity;
- must be intended for family audience viewing and contain only content that, in the sole and unfettered discretion of the Sponsor, is suitable for all persons, including persons under the age of 13; and
- may be submitted only once.

Each submitted Story:

- must be in English or French;
- must be no more than 120 words in length;
- must explain “a reason why this person is a genuinely good person” in the event of one (1) Nominee or “a reason why this Team is made up of genuinely good people” in the event of a Team;
- must not be based on another person’s Submission;
- must be an original work;
- may not have been previously published;
- may have not been considered for or won previous awards or prizes;
- may not infringe upon the copyrights, trademarks, rights of privacy, rights of publicity or other intellectual property or other rights of any person or entity;
- if any third parties are referenced, written consent has been obtained from each such person (and his/her parent or legal guardian if a minor), and such written consent will be provided to Sponsor upon request;
- must have been created in a legal and safe manner;
- must be owned by the Nominator;
- must be intended for family audience viewing and contain only content that, in the sole and unfettered discretion of the Sponsor, is suitable for all persons, including persons under the age of 13; and
- may be submitted only once.

By submitting a Photo and Story depicting/describing an individual Nominee or Team, you represent that you have obtained permission of each person (and his/her parent or legal guardian if a minor) to use their image, name and story. The onus for obtaining such consent rests entirely with the Nominator. The Sponsor assumes no responsibility for obtaining such consent or for use of posted Photo or Story.

A Photo, Story and/or Team Name may not contain any persons, company brands, and/or any other content: (i) that is unlawful, hateful, offensive, disparaging, discriminatory, libelous, inappropriate, sexually explicit, or obscene, (ii) which incites, solicits, promotes, or provides information about illegal or criminal activities, (iii) that abuses, threatens, promotes, or instigates physical harm or death to others, or yourself, (iv) that promotes and/or contains the addresses of other Web sites, (v) that victimizes, harasses, degrades, or intimidates an individual or group of individuals on any basis, including but not limited to religion, gender, sexual orientation, race, ethnicity, age, or disability; (vi) that infringes on any patent, trademark, trade secret, copyright, right of publicity, or other intellectual property right of any party, (vii) that constitutes unauthorized or unsolicited advertising, junk or bulk emails (also known as “spamming”), chain letters, pyramid schemes, the promotion of particular stocks of shares and other financial products and services, or any other form of unauthorized solicitation, or any form of lottery or gambling, (viii) that contains software viruses or any other computer code, files, or programs that are designed or intended to disrupt, damage, or limit the functioning of this Contest or any software, hardware, or telecommunications equipment or to damage or obtain unauthorized access to any data or other information of any third party; (ix) that impersonates any person or entity, including any of the Sponsor’s employees, dealers, or representatives, (x) that solicits personal information from another entrant or voter, (xi) that, in any other manner, is deemed by the Sponsor to be inappropriate to the well-being of others, (xii) that communicates and/or exchanges a message of any kind, third party phone numbers, mobile numbers, emails or home addresses and any personal details: (xiii) which is inconsistent with the positive messaging which the Sponsor wishes to communicate; (xiv) disparages any persons or organizations; or (xv) invades the privacy or other rights of any person, firm, or entity, all of which is to be evaluated by the Sponsor in its sole and absolute discretion.

5. PRIZE:

There is one (1) prize (the “Prize”) available to be won. In the event that the winner of the Prize is an individual Nominee, he or she will be awarded a cheque for ten thousand dollars (\$10,000 CAD). In the event that the Prize is won by a Team, the Prize will be awarded as follows: if there are two members of a Team, each Nominee on the Team will receive a cheque for \$5000; alternatively, if there are three members of a Team, the Nominee whose name is listed first on the Entry Form will receive a cheque for \$3,333.34, and the other two Nominees from the Team will each receive a cheque for \$3,333.33.

6. WINNER SELECTION PROCESS:

The Prize selection process (the “Selection Process”) will be divided into two (2) rounds.

Round One: Round One of the Selection Process will take place during the Voting Period (see rule 7 for how to vote). The ten (10) Submissions (each a “Finalist”) that receive the most votes during the Voting Period will move on to the Round Two of the Selection Process and will be featured on the Contest Website.

IMPORTANT NOTE: JUST BECAUSE A FINALIST ENTRY APPEARS AT OR NEAR THE TOP OF THE VOTING LEADERBOARD DOES NOT MEAN THAT THE NOMINEE OR TEAM ASSOCIATED WITH THAT ENTRY IS OR WILL BE A FINALIST. THE LEADERBOARD IS FOR ENTERTAINMENT PURPOSES ONLY AND ONLY THE SPONSOR CAN DEEM A SUBMISSION TO BE A FINALIST. In the event of a tie for a Finalist position between two or more Submissions (based on the highest number of eligible votes received during the Voting Period), the Sponsor and/or its designated representative(s) will judge all such Submissions that are tied on the basis of the Criteria (see below) - weighed equally - and the Submission with the highest total score as determined by the Sponsor and/or its designated representative(s) in

its/their sole and absolute discretion will be deemed an eligible Finalist. All or a portion of the Submissions related to the Finalists may, in the Sponsor's sole discretion, be used without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet.

Odds of being selected for Round Two of the Selection Process will depend on the number and caliber of Submissions and the number of votes received during the Voting Period.

Round Two: Round Two of the Selection Process will take place between September 3, 2019 and September 13, 2019 (the "Judging Period"). A panel of judges appointed by the Sponsor will judge the ten (10) Finalist Submissions on the basis of: (i) how compelling the Submission is (50%); and (ii) how well the Submission aligns with the Post brand (50%). In the event of a tie, the Submission with the highest score in 'how compelling the Submission is' will be chosen. The Nominee eligible for the Prize (referred to as the "Potential Winner") will be the individual Nominee or each individual Nominee on a Team (as applicable) associated with the Finalist Submission that has the highest score based on the Criteria, and will be contacted by email within fifteen (15) business days of being selected. If a Potential Winner does not respond to the email within five (5) business days of it being sent, then he/she will forfeit his/her opportunity to be the Winner of the Prize. If a Potential Winner was part of a Team, his/her portion of the Prize will be forfeited but his/her team mates will still be eligible to win their portion of the Prize. In the event that a Prize is fully forfeited (i.e. an individual Potential Winner or an entire Team of Potential Winners forfeit the Prize), the next Finalist with the highest score based on the Criteria outlined above will be the Potential Winner. This process will be repeated until a Winner is confirmed from amongst the Finalists, provided that any Potential Winner must have received a score of over 70% by the panel of judges based on the Criteria. In the event that all ten (10) Finalists cannot be confirmed, the next ten (10) Submissions that received the most votes during the Voting Period will move on to the Round Two of the Selection Process and the above process will be repeated until a Winner is confirmed..

7. HOW TO VOTE:

During the Voting Period, visit the Contest Website and click on the homepage to view all of the eligible Submissions received during the Nomination Entry Period to date. To vote for one (1) of the eligible Submissions, log in to the Contest Website by either (a) logging into your Facebook Account, which will auto-populate your name and email address, or (b) by logging into your Search for Goodness Account. If you do not have a Search for Goodness Account, you will need to create one by typing in your full name, province of residence, a valid email address and creating a password. Once logged in, select the heart icon located beside your chosen Submission to place your vote (a "Vote"). Votes must be received during the Voting Period.

8. LIMITS ON VOTING:

There is a limit of one (1) Vote per story per person per day between 12:00:01 AM ET and 11:59:59 PM ET during the Voting Period (except the first day of the Voting Period, which runs from 12:00:00 PM ET to 11:59:59 PM ET on June 24, 2019)(the "Voting Limit"). You may only use one (1) email address, one (1) Search for Goodness Account, or one (1) Facebook account to Vote in the Contest. Any

person who is found to have placed a Vote, or attempted to place more than the applicable Voting Limit will be subject to disqualification in the sole and absolute discretion of the Sponsor, and all such Votes placed by such person or on behalf of such person during the Voting Period may be disqualified. Proof of transmission (screenshots or captures etc.) does not constitute proof of delivery of a Vote. Votes generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be subject to disqualification in the sole and absolute discretion of the Sponsor. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest entry services) will void all Votes by that voter. The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, misdirected, mutilated, garbled or incomplete Votes, which will be void. All Votes become the property of the Sponsor upon receipt and none will be returned. All Votes are subject to verification. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity (in a form acceptable to the Sponsor) from any voter to participate (i.e. Vote) in this Contest or for any Votes entered, or purportedly entered, by such voter to be considered valid for the purposes of this Contest. Failure to provide such proof in a timely manner may result in disqualification of the applicable Votes that cannot be verified to the satisfaction of the Sponsor, in its sole and absolute discretion. The sole determinant of time for the purposes of a valid Vote in this Contest will be the Sponsor's promotional agencies' computer servers. IMPORTANT: You may encourage your friends and other eligible individuals to Vote for your Submission as a Nominee or Nominator; however, you are not allowed to offer any individual or organization any form of incentive, inducement, prize or chance of receiving any incentive or inducement (including vote exchanging), or prize in furtherance of receiving such individual's, or those directed by such individual or organization, Vote for any Submission. The Submission associated with any individual determined by Sponsor and/or its representatives (in their sole and absolute discretion) to be engaging in such behaviour is subject to disqualification. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant they find, in their sole discretion, to be: (a) tampering or attempting to tamper with the entry or Voting process or the operation of the Contest and/or Contest Website; (b) violating the Official Rules; or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other persons. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. 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.

9. WINNER NOTIFICATION

To be declared the Winner, the Potential Winner(s) (or the parent/legal guardian of the Potential Winner if the Potential Winner is under the age of majority) must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill testing question posed by mail or telephone. The Potential Winner(s) (or the parent/legal guardian of the Potential Winner if the Potential Winner is under the age of majority) will also be required to sign and return within five (5) business days of notification the Sponsor's Declaration and Release Form (the "Release Form"), which (among other things): (a) confirms compliance with these Official Rules; (b) acknowledges acceptance of the Prize as awarded; (c) releases the Contest Parties, their respective parent, subsidiary and affiliated companies,

advertising and Contest agencies, and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the “Releasees”) from any and all liability in connection with this Contest, the Potential Winner’s participation therein and/or the awarding and use/misuse of a Prize or any portion thereof; and (d) agrees to the publication, reproduction and/or other use of the Potential Winner’s name, address, voice, statements about the Contest, and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet.

10. AWARDING OF PRIZE:

The Prize will be awarded with the confirmed Winner(s) by the Sponsor upon receipt and verification of his/her/their Release Form by a representative of the Sponsor.

11. GENERAL:

By entering the Contest and/or agreeing to be nominated in this Contest, Nominators and Nominees agree to abide by the Official Rules and the decisions of the Sponsor with respect to all aspects of the Contest, which are final. All entries become the permanent property of the Sponsor and none will be returned.

The Contest is subject to all applicable federal, provincial, territorial and municipal laws.

The Contest Parties accept no responsibility for loss, damage or claims caused by or resulting from the Contest or the Prize. By agreeing to participate in the Contest, each Nominee agrees that his/her name, address (city and province/territory) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest, and further agrees to be contacted by the Sponsor to discuss the possibility of same.

The Contest Parties will not be liable for any failure of the Contest Website, do not assume any responsibility for incorrect or inaccurate capture of entry information, votes, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The use of an invalid email address will disqualify the entry. The sole determinant of the time for the purposes of a valid online entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right (subject to the approval of the Régie des alcools, des courses et des jeux (the “Régie”) in Quebec), to terminate or suspend this Contest or to amend the Official Rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, the Sponsor reserves the right (subject to the approval of the Régie in Quebec) to cancel the Contest and judge the Submissions based on the Criteria outlined in rule 6 from all previously received eligible entries received by the date of cancellation of the Contest in order to determine the Potential Winner(s). The Sponsor and the independent contest organization shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

For Québec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie 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.

12. CONDITIONS AND LIMITS OF LIABILITY:

As a condition of participating in this Contest, each entrant agrees, to the fullest extent permissible by law: (1) under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket expenses as set forth in subsection 3 below, and any and all rights to have damages multiplied or otherwise increased; (2) this Contest is governed by the laws of the Province of Ontario, and the laws of Canada applicable therein without regard to its conflicts of law principles and any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively before a court of competent jurisdiction located within the city of Toronto; and, (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in participating in this Contest and in no event will participant be entitled to receive legal fees, or any other costs; and (4) participant shall be bound by these Official Rules.

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Entry Form, and/or point of sale, print or online advertising or the French version of these Official Rules; the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor as set out in these Official Rules and to administer the Contest. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit <http://www.postfoods.ca/privacy-policy/>