

TERMS & CONDITIONS: Häagen-Dazs™ x HAYU (“Giveaway”) 2020

1. These Terms and Conditions of Entry Rules apply to all participants of the Häagen-Dazs™ x HAYU (“Giveaway”). The organiser of the Giveaway is General Mills Singapore Pte. Ltd (“HÄAGEN-DAZS™”).

Eligibility for Entry

2. The Giveaway is open from 1st September 2020 at 0000 hours to 30th September 2020 at 2359 hours (the “Giveaway Period”), chosen giveaway consumers will receive their HAYU codes in the first week of October.

3. The Giveaway is open to all residents of Singapore who are aged eighteen (18) years old or above at the time of entry.

4. Employees (and members of their immediate families) of HÄAGEN-DAZS™ and affiliated companies are prohibited from entering the Giveaway.

How to Enter

5. To participate in the Giveaway, the first 1,000 consumers who register their interest in redemption (at <https://haagendazssg.com/>) after purchasing 1 Häagen-Dazs™ Multipack (imported by General Mills Singapore Pte. Ltd.) from Fair Price Online, will be entitled to 2 months of FREE HAYU subscription. This extends to the first 1,000 consumers who fulfill the same conditions in their purchase from RedMart. And, the first 500 consumers who fulfill the same conditions in their purchase from Shopee. Only 1 redemption is allowed per transaction.

6. If a consumer purchases 2 multipacks in 1 transaction, they are only entitled to just 1 redemption of free HAYU subscription.

7. Consumers can participate more than once.

8. All purchase must be completed before the Wednesday (2359 hours (SGT)) of the giveaway month, from **1st September 2020 to 30th September 2020**. Any purchase done thereafter will not be eligible for consideration.

9. Receipts that cannot be validated for any reason will be rejected. Reasons for rejections include, but not limited to: (a) fails to pass anti-fraud detection system; (b) is unauthorized, fake, or has been illegitimately obtained; (c) contains any messages, or other markings not recognized by the organizer or administrator; (d) is illegible, unreadable, not in focus or blank; (e) has been previously used; (f) does not include the Häagen-Dazs™ products or is not during the Giveaway Period; or (g) is incorrectly or incompletely entered or submitted.

10. By entering the Giveaway, each participant consents and hereby grants to HÄAGEN-DAZS™ a perpetual, non-exclusive, royalty-free license to use their name, relevant photos, written communications, likeness and any personal details supplied as part of the Giveaway for promotional/marketing purposes.

Determination of Winner

11. The redemption of this giveaway is cap at 2,500. First 2,500 consumers who register their interest in redemption (on the microsite) after purchasing 1 Häagen-Dazs™ Multipack (imported by General Mills Singapore Pte. Ltd.) from Fair Price Online, RedMart or Shopee will be entitled to 2 months of FREE HAYU subscription. Respective redemption cap per e-retailer is 1,000, 1,000 and 500 for Fair Price Online, RedMart and Shopee respectively.

12. Eligible consumers will be notified via email in the first week of October (“Winner Notification”)

13. The decision of the judges will be deemed as final and irrefutable, and no correspondence will be entered into about the Giveaway or the judges’ decision.

Prize

14. Free HAYU subscription for 2 months (worth SGD 9.98) when consumers purchase 1 Häagen-Dazs™ Multipack from Fair Price Online, RedMart or Shopee

15. Failure to contact HÄAGEN-DAZS™ within 3 days of issuing the Winner Notification may lead to forfeit of the prize and HÄAGEN-DAZS™ deciding to award the prize to another participant.

16. The prize is non-refundable and no cash alternative will be given. All prizes are non-transferable and no substitution will be made unless organiser, in its sole discretion, determines otherwise. Organiser reserves the right to substitute a prize for one of equal or greater value should it become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use.

17. In the event that the winner chooses not to accept a prize, they forfeit any claims to the prize, which can then be awarded to another participant chosen at the sole discretion of HÄAGEN-DAZS™.

Conditions of Entry

18. All entries become the property of the HÄAGEN-DAZS™ and will not be returned.

Any use of automated devices is prohibited. Entries attempted by methods other than those described in these Official Rules shall be deemed void. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different e-mail addresses, identities, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification.

In the event of a dispute as to any registration, the authorized account holder of the e-mail address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. A selected entrant may be required to provide organiser with proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. Proof of sending will not be deemed to be proof of receipt.

Organiser also reserves the right at its sole discretion to disqualify from this Giveaway, and any future giveaway or other promotion organiser conducts, any individual that it finds or believes to be tampering with the entry process, or the operation of the Giveaway or Giveaway website, to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER PERSON TO DELIBERATELY DAMAGE ANY WEBSITE USED IN ASSOCIATION WITH THE GIVEAWAY, OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

CONSENT TO COLLECTION, USE AND DISCLOSURE OF PERSONAL INFORMATION

19. By entering the Giveaway and/or voluntarily providing his/her personal information, each entrant consents and agrees to the collection, use and disclosure of the entrant's personal information by organiser and its third party services' providers for the purpose of administering the Giveaway and fulfilling the prizes. The organiser will not use an entrant's personal information for any other reason, nor will the organiser otherwise disclose it to any third party without consent of entrant. See organiser's Privacy Policy for information on how personal information is handled at <http://www.generalmills.com/company/privacy-policies/privacy-policy-sg>.

RELEASE

20. By entering the Giveaway, entrants agree that the organiser shall not be responsible or liable for any losses or injuries of any kind resulting from participating in the Giveaway or acceptance, possession and/or use or misuse of the prizes, or any part thereof, and agree to release, discharge and hold harmless the organiser and its respective officers, directors, parent companies, subsidiaries, affiliates, related companies, advertising and promotional agencies, Giveaway administrators, third party services' providers and prize suppliers (collectively, the "Releasees") from all claims or damages arising out of entrant's participation in the Giveaway and/or acceptance, use or misuse of the prizes, or any part thereof.

General

21. All selections and decisions made by HÄAGEN-DAZS™ and in conjunction with this Giveaway are final and binding and no correspondence will be entered into about the Giveaway or the judges' decision.

22. HÄAGEN-DAZS™ shall be entitled to terminate or modify the Giveaway or to modify the rules at any time prior to the closing date by publishing any of such modification or termination on the page <https://www.facebook.com/HaagenDazs.Singapore/>

23. If any act, omission, event or circumstance occurs which is beyond the reasonable control of HÄAGEN-DAZS™, and which prevents HÄAGEN-DAZS™ from complying with these Terms and Conditions or providing the prizes, HÄAGEN-DAZS™ will not be liable for any failure to perform or delay in performing its obligations.

24. All date and time references are based on Singapore GMT +8 Standard Time Zone.