

Schneiders® Savour the Perfect Pair
Buy any 2 Schneiders® Smoked Sausages or Wieners and get 1 Free Sir Kensington's condiment (the "Offer")
Terms and Conditions

THIS OFFER IS OPEN TO RESIDENTS OF CANADA (EXCLUDING RESIDENTS OF THE PROVINCE OF QUEBEC) AND IS GOVERNED BY CANADIAN LAW.

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

1. **AGREEMENT TO BE LEGALLY BOUND BY THESE TERMS AND CONDITIONS:** By submitting a request for a Free Sir Kensington's condiment, you signify your agreement that you have read and agree to be legally bound by these Terms and Conditions (the "Terms").
2. **PARTICIPATION REQUIREMENTS:** Maple Leaf Foods Inc., (the "Sponsor") is offering eligible participants the opportunity to request a Free Sir Kensington's condiment (and will include a Schneiders® recipe booklet with three (3) \$2.00 saving coupons, each redeemable on your next purchase of the specified Schneiders® product, as defined in Section 10 below), each referred to as a "Reward" and collectively "Rewards" when you purchase in a single transaction two (2) Participating Products (as defined in Section 5 below) from an authorized participating Canadian retail store or if available through their online ordering system (excluding the province of Quebec in both instances), while supplies last, during the Purchase Period (as defined in Section 3 below). See Section 6 for details on how to submit a request for a Reward.
3. **PURCHASE PERIOD AND UPLOAD RECEIPT PERIOD:** For the purposes of these Terms, a sales receipt or an online order pick-up or delivery confirmation record (collectively referred as "sales receipt") must be dated between June 14, 2021 and July 11, 2021 (herein referred as the "Purchase Period"). The upload receipt period begins on June 14, 2021 at 12:00:01 a.m. Eastern Daylight Time ("EDT") and ends on July 21, 2021 at 11:59:59 PM EDT (the "Upload Receipt Period").
4. **ELIGIBILITY:** The Offer is open to legal residents of Canada (excluding resident of the province of Quebec) who are located within Canada (excluding the province of Quebec), have reached the legal age of majority in their province/territory of residence at the time of requesting a Reward and have a valid email account. You are not eligible to participate or request a Reward if you are an employee, officer, director, representative or agent (or someone with whom any such person is domiciled, whether related or not) of the Sponsor, Unilever Canada Inc. ("Unilever Canada"), or of any of their divisions, subsidiaries, affiliates, reward suppliers, advertising/promotion agencies or any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of this Offer (collectively, the "Offer Parties"). Groups, clubs, organizations, businesses and commercial/non-commercial entities cannot participate. The information you provide will be used for the administration of this Offer and in accordance with the Sponsor's privacy policy (see Section 21 below). In these Terms, where the context requires or permits, the term "Sponsor" includes a representative or agent of the Sponsor. In these Terms, a person who is eligible to request a Reward is called a "participant" or "eligible participant(s)". See Section 6 for the definition of a "Reward Request".

5. **PARTICIPATING PRODUCTS:** During the Purchase Period, in a single transaction, purchase a minimum of two (2) of any of the following participating products (each a **“Participating Product(s)”**) from an authorized Canadian retail store or if available through their online ordering system in Canada (excluding the province of Quebec in both instances), while supplies last, subject to inventory and product listings by store:

Participating Products	UPC Code
Schneiders® Juicy Jumbos® All Beef 375g	UPC 0 63100 183943
Schneiders® Juicy Jumbos® All Beef Party Size 750g	UPC 0 63100 269128
Schneiders® Juicy Jumbos® Hot & Spicy 450g	UPC 0 62000 158228
Schneiders® Juicy Jumbos® Original 450g	UPC 0 62000 158068
Schneiders® Juicy Jumbos® Original 900g	UPC 0 63100 136109
Schneiders® Juicy Jumbos® Original Party Size 900g	UPC 0 63100 830618
Schneiders® Original Recipe All Beef BBQ Size 450g	UPC 0 62000 001562
Schneiders® Original Recipe All Beef 375g	UPC 0 63100 115852
Schneiders® Original Recipe All Pork 375g	UPC 0 63100 284497
Schneiders® Original Recipe Cheddar Wiener 375g	UPC 0 63100 294496
Schneiders® Original Recipe Party Size 900g	UPC 0 63100 240257
Schneiders® Red Hots® Original 375g	UPC 0 62000 132419
Schneiders® Red Hots® Party Size 900g	UPC 0 62000 132433
Schneiders® Cheddar Smoked Sausage 375g	UPC 0 62000 138701
Schneiders® Original Smoked Sausage 375g	UPC 0 62000 138893
Schneiders® Savoury Garlic & Honey Smoked Sausage 375g	UPC 0 63100 240097
Schneiders® Spicy Sicilian Smoked Sausage 375g	UPC 0 63100 240080
Schneiders® Stadium Size Smoked Sausage 375g	UPC 0 63100 240066
Schneiders® Oktoberfest® Smoked Sausage 375g	UPC 0 62000 138039
Schneiders® Smokies Original 900g	UPC 0 63100 240110
Schneiders® Smokies Italian Parm 900g	UPC 0 63100 760304
Schneiders® Smokies Cheddar 900g	UPC 0 63100 240103
Schneiders® Spicy Sicilian/Italian Parm 1.2kg	UPC 0 63100 294502
Schneiders® Bacon & Swiss 1.2kg	UPC 0 63100 132668
Schneiders® Cheddar Smoked Sausage 1.2kg	UPC 0 63100 341589

Note: A minimum of two (2) Participating Products are required to be purchased in a single transaction for each Reward request. There is a limit of five (5) Rewards per email account during the Upload Receipt Period. If a receipt contains three (3) Participating Products purchased, the participants will only qualify for one (1) Reward. **There is no combining of sales receipts to reach the required two (2) 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 to request a Reward.

6. **HOW TO REQUEST A REWARD:** Prior to visiting the Website (as defined below), an eligible participant must ensure that he/she: (i) has purchased in a single transaction two (2) of any of the Participating Products (see Section 5 above) from an authorized participating Canadian retailer, or if available through their online ordering

system (excluding the province of Quebec in both instances) during the Purchase Period; (ii) that the sales receipt or an online order pick-up or delivery confirmation record, identifies the retailer's name and address, the date and time of the purchase and qualifying Participating Product(s); (iii) add an "X" next to the Participating Products purchased on your sales receipt or online order pick-up or delivery confirmation record; (iv) take a photograph (Maximum file size of 10 MB and photographs must be submitted in one of the following acceptable formats: Jpeg; JPG; GIF; BMP; PDF) of your sales receipt or online order pick up or delivery confirmation record in its entirety from top to bottom, including all four (4) corners. For longer receipts or receipts that are two-sided, take a picture in sections and attach each photograph. Be sure that the store name, date, bar code (if available), items purchased and purchased price are all legible in your image(s). Blurry and/or unreadable photographs of sales receipts will be rejected; and (v) submit your request for a Reward by completing the following steps below (each, a "**Reward request**" and collectively, "**Reward requests**"): Note: If you have more than one (1) sales receipt to upload for a further Reward request it must be uploaded as a separate Reward request submission. Do not upload more than one (1) Reward request in one session. Consumers are strongly encouraged to blank out any personal information that appears on the sales receipt.

- i. Visit www.Schneiders.ca/Promotions (the "**Website**") and click "Get Started and upload receipt";
- ii. Enter your email address; click "Upload";
- iii. From your device find your saved file and click "Upload Image". If required click "Upload a second photograph" by repeating the above (for example, if the sales receipt is double sided). Once your photograph(s) are uploaded click "Submit Receipt" button;
 - a. **First time participant**: Fully complete the online Reward request form with all required information, including your first and last name, complete mailing address (including postal code), daytime telephone number (including area code); tick the box where indicated to signify your agreement that you have read and agree to be legally bound by these Terms and your agreement that at the time of participation you have reached the age of majority in your province/territory of residence excluding the province of Quebec; **Optional**: check the box to indicate that you would like to receive future promotional communications from the Sponsor. (***IMPORTANT NOTE: It is not necessary to opt-in to receive promotional communications from the Sponsor, and you can opt-out of receiving promotional communications from the Sponsor at any time without impacting your opportunity to request or receive a Reward(s)***); tick the box to confirm that you are not a "robot" and select the "Submit" button (each, an "**Reward request**" and collectively, the "**Reward requests**").
 - b. **Returning participants** will be taken directly to 6iv from 6iii.
- iv. After clicking "Submit Receipt or Submit", you will receive a new webpage with the following message:
"Thank you for participating in the Schneiders® Savour the Perfect Pair Offer! An email will be sent within the next 48 hours. If you don't see an email in your inbox, check your spam, junk or any other

*folder your email provider may push emails to. **Please keep your original sales receipt as it may be requested for further verification purposes.***

- v. **REVIEW AND CONFIRMATION OF A REWARD:** Upon receipt of a Reward request(s), the corresponding receipt image will be reviewed for eligibility. The review process for an uploaded receipt image can take up to forty-eight (48) hours from the time it was submitted. Once the review process is completed, the participant will be notified by email whether such Reward request or Reward requests and corresponding receipt image is/are valid for a Reward or Rewards, or a reason why such Reward request or Reward requests and receipt image could not be processed at such time as determined by the Sponsor's designated agent in its sole and absolute discretion and if applicable any next steps will be outlined within the email in regards to the Reward request(s) and corresponding receipt image. **Reminder:** It is the responsibility of a participant to check his/her email account, for such notifications including his/her inbox, spam, junk or any other folder that his/her email provider may push emails to.

- vi. **NOTE:** If you have any questions in regards to your submitted Reward request please visit the website at www.Schneiders.ca/Promotions, check the Support webpage or you can send us an email at help@SchneidersPromo.ca with your question.

7. **IMPORTANT: YOU MUST KEEP YOUR ORIGINAL SALES RECEIPT.** The Sponsor reserves the right to request from a participant the original sales receipt used for the purposes of this Offer for further verification purposes at any time and for any reason. Failure to provide your original sales receipt upon request within the timeline specified by the Sponsor or its designated agent may result in your request for a Reward to be null and voided. You must keep your original sales receipt until the program closes or until such time as you have received your Reward, whichever is first.

8. **REWARD LIMITS: There is a limit of five (5) Reward requests per email account.** For further clarity if a sale receipt contains the purchase of ten (10) eligible Participating Products, then the participant may not submit any further sales receipts and request any further Rewards. For clarity, an individual cannot make additional claims using an alternate name, e-mail address, and likewise an individual cannot make an additional claim using an alternate household address with the original sales receipt or e-mail address. Each sales receipt can only be submitted once in relation to this Offer. For greater certainty and the avoidance of any doubt, if you purchase more than two (2) Participating Products on a single sales receipt, you will receive only one (1) Reward for each eligible two (2) Participating Products purchased in relation to that sales receipt. If a sales receipt contains three (3) Participating Products, the sales receipt will qualify for one (1) Reward only and the one (1) remaining product can't be combined with a second sales receipt. The sales receipt cannot be used again to claim further Rewards by either you as the participant, or for another participant. A participant can only use one (1) email address to participate in this Offer even if it is shared by more than one person and all personal information provided must be truthful and accurate. Reward request(s) must be submitted by the participant and not by any other person on behalf of a participant. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any participant has attempted to: (i) request more than five (5) Rewards during the Upload Receipt Period; (ii) use a sales receipt more than one (1) time; (iii) falsely submitted a

sales receipt without legitimately obtaining a sales receipt in accordance with these Terms; (iv) enter a sales receipt or other information that has been falsified, manipulated or otherwise altered in any way; and/or (v) use multiple names, multiple identities, multiple email 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 Terms to participate in or otherwise to disrupt this Offer; then he/she may be disqualified from participating in this Offer and his/her Rewards may become null and void in the sole and absolute discretion of the Sponsor. Your Reward request may be rejected if (in the sole and absolute discretion of the Sponsor) the Offer request form is not fully completed with all required information and submitted and received in accordance with these Terms. The Sponsor, Offer Parties, and each of their respective employees, 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 Reward request(s) and/or other information (all of which are void).

9. **VERIFICATION:** All Reward request(s), sales receipts or online order pick up or delivery confirmation record and participants are subject to verification at any time and for any reason. The Sponsor or its designated agent reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor, including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Offer; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Reward request, sales receipt and/or other information entered (or purportedly entered) for the purposes of this Offer; and/or (iii) for any other reason the Sponsor or its designated agent deems necessary, in its sole and absolute discretion, for the purposes of administering this Offer in accordance with the Sponsor's interpretation of the letter and spirit of these Terms. Failure to provide such proof to the complete satisfaction of the Sponsor or its designated agent within the timeline specified by the Sponsor or its designated agent may result in disqualification of the participant and his/her receiving his/her Reward request in the sole and absolute discretion of the Sponsor or its designated agent. Proof of transmission (screenshots or captures etc.) or attempted transmission of a Reward request(s) or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Offer's computers or Sponsor or its designated agent. The sole determinant of the time for the purposes of this Offer will be the official time-keeping device(s) used by the Sponsor. All personal and other information requested by and supplied to the Sponsor or its designated agent for the purpose of the Offer must be truthful, complete, accurate and in no way misleading. The Sponsor or its designated agent reserves the right; in its sole discretion to disqualify any participant should such participant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information. There shall be no recourse against the Sponsor or any Released Party in relation to any null and void Reward request or a participant being disqualified from participating in this Offer.

10. **REWARDS:** At the onset of the Offer, there will be five thousand (5,000) Rewards (each, a "**Reward**" and collectively, the "**Rewards**") **available while quantities last**. Each Reward consists of: (i) one (1) bottle of Sir Kensington's condiment issued in the form of a Free product coupon; (ii) a Schneiders® recipe booklet; and (iii) three (3) \$2.00 CDN saving coupons each redeemable on your next purchase of any Schneiders® Smoked Sausages or wieners product (375g - 900g). The approximate retail value of a bottle of Sir Kensington's condiment

is \$7.99 CDN however it is subject to the variety selected at the time of purchase. The approximate savings if a participant redeems all four (4) coupons is \$13.99 CDN.

The Sir Kensington's Free product coupon can be redeemed for any of the following Sir Kensington's condiments: Sir Kensington's Classic Mayonnaise 295mL; Sir Kensington's Chipotle Mayonnaise 295mL; Sir Kensington's Avocado Oil Mayonnaise 295mL; Sir Kensington's Classic Ketchup 525mL; Sir Kensington's Spicy Ketchup 525mL.

Sir Kensington's Coupon Terms: There is a limit of one (1) coupon per purchase and the coupon cannot be bundled or used with any other manufacturer's coupons. The original manufacturer's coupon must be presented at the time of purchase. Expired coupons will not be accepted and coupons are not replaceable if damaged, lost or stolen. Only original coupons are valid, photocopies will not be accepted. Coupons must be accepted as rewarded without representation, warranty or guarantee of any kind. Coupons will be accepted at participating Canadian retailers, subject to the stated terms and conditions on the coupon. **Coupons will expire on December 31, 2021.** If the purchase value is less than the coupon value, no difference will be paid in cash to the participant. If the purchase amount exceeds the value of the coupon, the participant will be responsible for any amount that is due over the value of the coupon. Coupon redemption is subject to available inventory at participating Canadian retailers and offer is good as long as supplies last.

Schneiders® Coupon Terms: There is a limit of one (1) coupon per purchase and the coupon cannot be bundled or used with any other manufacturer's coupons, rebate or offer. The original manufacturer's coupon must be presented at the time of purchase. Expired coupons will not be accepted and coupons are not replaceable if damaged, lost or stolen. Only original coupons are valid, photocopies will not be accepted. Coupons must be accepted as rewarded without representation, warranty or guarantee of any kind. Coupons will be accepted at participating Canadian retailers, subject to the stated terms and conditions on the coupon. **Coupons will expire on December 31, 2021.** Coupon redemption is subject to available inventory at participating Canadian retailers and offer is good as long as supplies last.

As indicated in your Reward confirmation email, Rewards will be sent by mail within a 4 – 6 week period from the date the Reward confirmation email was sent. Rewards will be sent, by mail to the Canadian mailing address (excluding the province of Quebec) provided by the participant at the time of your first Reward request. It is the participant's responsibility to check their home mailbox for their Reward. If a participant is to receive multiple Rewards, each Reward may be sent separately and not necessarily in one package. If any Reward is returned as undeliverable for any reason whatsoever, the participant will forfeit his/her Reward and the Reward will not be re-awarded nor re-delivered at a later date.

Without limiting the generality of the foregoing, all Rewards are awarded and must be accepted "as is". Reward(s) will only be awarded to the participant whose verifiable full name and valid email address appears on the Reward request form associated with the Reward request in question. By accepting a Reward, each participant agrees to

waive all recourse against the Released Parties if his/her Reward does not prove satisfactory, either in whole or in part.

None of the Released Parties make any representation or offers any warranty, express or implied, as to the quality or fitness of a Reward in connection with the Offer. To the fullest extent permitted by applicable law, each Reward recipient understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Reward fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting a Reward, each Reward participant agrees to waive all recourse against the Sponsor and all of the other Released Parties if his/her Reward does not prove satisfactory, either in whole or in part.

11. **REWARD PARTICIPANT:** If it is discovered that a Reward participant made any false statement in any document related to the Offer, the Reward must promptly be returned to the Sponsor upon demand.

12. **CONDITIONS OF PARTICIPATION:** By participating and submitting a Reward request into this Offer, eligible participants acknowledge compliance with these Terms including all eligibility requirements; agree to abide by these Terms and by the decisions of the Sponsor with respect to all aspects of the Offer, including without limitation any decision respecting the eligibility or the identity of any person who participates or attempts to participate in the Offer. All decisions of the Sponsor are final and binding on all persons who participate in this Offer. Participants who have not complied with these Terms will be disqualified and Rewards will be null and voided.

13. **DISPUTE:** In the event of a dispute as to the identity of a participant or submitted sales receipt, Reward requests made on-line will be deemed to have been made by the authorized account holder of the e-mail address submitted at the time of request. An "authorized account holder" is defined as the natural person assigned to an e-mail address by an Internet service provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail addresses. Any participant may be requested to show proof of being the authorized account holder for the e-mail address associated with the Reward requested.

14. **GENERAL:** All Reward requests including images of sales receipts or an online order pick-up or delivery confirmation record become the property of the Sponsor and all such will not be returned. The Sponsor or its designated representative, do not assume any responsibility for and are not responsible for: (i) the incorrect or inaccurate capture of any information submitted for a Reward request; (ii) Reward requests that fail to comply with these Terms; (iii) any loss, damage, or claims caused by the delivered Reward or the Offer itself; (iv) any technical or communications failures affecting the Offer or the awarding of a Reward, or causing damage or injury to any person, including without limitation, any failure of a website during the Upload Receipt Period, any technical or communications problems, any human or technical error, any printing or production errors, any lost, misdirected, delayed or garbled data or transmissions, any omissions, any interruption, any deletion, any defect, any failure of any telephone or computer lines, any technical malfunction of any computer on-line systems, servers, access providers, computer equipment or software, any failure of any e-mail or other electronic message, any loss or non-recording of any Reward request on account of technical problems or traffic congestion on the Internet or at any website, any loss or delay in delivery by the third party delivery service, any combination of the foregoing, or any

injury or damage to an eligible participant, or any loss or injury or damage to any participant's computer or other electronic devices, related to or resulting from uploading or downloading any material in the Offer, all of which may affect a person's ability to participate in the Offer; or (v) any other matter whatsoever. Reward request material/data that have been tampered with or altered are void. Sponsor and the Released Parties shall have no responsibility whatsoever for printing, Rewards, programming, or production errors.

15. **GOVERNING LAW:** To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms or the rights and obligations of participants, Sponsor or any of the other Released Parties in connection with the Offer will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Terms or relating to this Offer. The Offer is void where prohibited by law and is subject to all applicable federal, provincial/territorial and municipal laws.

16. **DISQUALIFICATION:** It is the responsibility of any eligible participant who submits a Reward request into this Offer to ensure that he/she has complied in full with all of the conditions and requirements contained in these Terms. In addition to any other rights of the Sponsor contained in these Terms, the Sponsor reserves the right in its sole discretion to disqualify any participant who is found to be tampering with the submission process, or with the operation of the Offer, to be acting in violation of these Terms, or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Offer, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from and against any such participant to the fullest extent permitted by law. Reward requests generated by script, macro, programmed, robotic or other automated means are prohibited and will be null and voided.

17. **DISCREPANCIES:** In the event of any discrepancy or inconsistency between the terms and conditions of these English Terms and disclosures or other statements contained in any Offer-related materials, including, but not limited to: the request form, website, French version of these Terms, point of sale, television, print or online advertising and/or any instructions or interpretations of these Terms given by any representative of the Sponsor; the terms and conditions of these English Terms shall prevail, govern and control to the fullest extent permitted by law.

18. **FORCE MAJEURE/PRINTING AND PROMOTION ERRORS:** The Sponsor reserves the right to suspend or terminate this Offer or to amend, enlarge or modify these Terms at any time and in any way, without prior notice. Without limiting the generality of the foregoing, the Sponsor reserves the right, without prior notice and at any time, to terminate the Offer, in whole or in part, or to modify, or suspend the Offer in any way, if it determines, in its sole discretion, that the Offer is impaired or corrupted in any way or that fraud or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors) have destroyed or severely undermined the integrity, and/or feasibility of the Offer, in whole or part. In the event the Sponsor is impeded or prevented from continuing with the Offer as planned or intended by any event beyond its control, including, but not limited to fraud, technical problems, failure or malfunctions, fire, flood, natural or

manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any Federal, Provincial, or local government law, order, or regulation, public health crisis, the order of any court or government agency of applicable jurisdiction, or by any other cause not reasonably within the Sponsor's control, the Sponsor shall have the right in its sole discretion to modify, suspend, or terminate the Offer. Subject to the provisions of these Terms, only the type and number of Rewards described in these Terms will be awarded in this Offer. If, due to printing, programming, production or other errors or for any other reason whatsoever, the number of individuals claiming the right to receive a Reward exceeds the number of Rewards available as set out in these Terms, the Sponsor may, at its sole discretion, elect to award only the correct number of Rewards as described in Section 10 of these Terms) by means of a random draw from among all participants making purportedly valid claims for such Reward(s). Inclusion in such drawing shall be the only remedy available in such circumstances for any eligible participant who has participated in this Offer. Under no circumstances shall the Sponsor be required to award or distribute more than the correct number of Rewards.

19. INVALIDITY: The invalidity or unenforceability of any provision of these Terms 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 Terms 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. Headings and captions are used in these Terms solely for ease of reference and shall not be deemed or considered to affect in any manner the meaning or intent of these Terms or any provision hereof. These Terms cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsor. Subject to the provisions of these Terms, employees of the Sponsor, or of any of its representatives, are not authorized to modify, amend or waive these Terms.

20. INTELLECTUAL PROPERTY: All intellectual property, including but not limited to trademarks, trade names, designs, Offer materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by Sponsor, or Unilever Canada, and/or their respective affiliates or authorized licensors. All rights are reserved. Unauthorized copying or use of any copyrighted materials or intellectual property without the express written consent of its owner is strictly prohibited.

21. CONSENT TO USE PERSONAL INFORMATION: The Sponsor respects your right to privacy. To view the Maple Leaf Foods Inc. privacy policy, visit <http://www.mapleleaffoods.com/privacy-policy/>. By participating in this Offer, participants consent to the use of their personal information for the purpose of administering the Offer, for the purposes set out in these Terms, and in accordance with the Sponsor's privacy policy. In the course of conducting this Offer, the Sponsor will acquire certain personal information as submitted by persons seeking to participate in this Offer. If any such person chooses to "opt into" receiving future communications from the Sponsor, the Sponsor from time to time will send that person email notifications of other offers, contests, products, news and other matters which the Sponsor deems is of public interest. A person can ask the Sponsor to remove his/her name from that emailing list by contacting the Sponsor in the manner specified in the Sponsor's privacy policy on the Sponsor's website at <http://www.mapleleaffoods.com/privacy-policy/>.

22.**PERMISSION TO USE:** The Sponsor has been granted permission from Unilever Canada to use the Sir Kensington's brand name within these Terms. Please note that Unilever Canada is not a Sponsor of this Offer nor are they associated with this Offer. Registered trademarks of Sir Kensington's are used with permission from Unilever Canada.