

Full Terms and Conditions

BUY: Buy an eligible size box of participating Cinnamon Toast Crunch cereals (see participating product list) at your local store or online between 9/1/21 – 9/30/21. Keep your receipt and/or email purchase confirmation. **Mega, bag and single-serve cups/pouches excluded.**

Participating Products:

- Cinnamon Toast Crunch cereal 12oz, 16.8oz, 19.3 oz and 27oz boxes
- Chocolate Toast Crunch cereal 12.4oz, 19.5oz boxes
- Cinnamon Toast Crunch Churros cereal 11.9oz, 19.3oz boxes
- Cinnamon Toast Crunch Chocolate Churros cereal 11.9oz, 18.9oz boxes
- Dulce de Leche Toast Crunch cereal 12oz, 18.8oz boxes
- French Toast Crunch cereal 11.1oz, 17.4oz boxes

UPLOAD: Visit www.freectc.com and provide zip code. Consumers from zip codes that are prohibited will receive a message that they cannot participate in the program. Consumers from zip codes that are not prohibited will enter the website and can access the upload page.

Consumers will select “Online” for digital purchases or “In-store Purchase” for local retail store purchases.

- **If purchased online and shipped to home:** Take a photo of the original shipping receipt with the qualifying purchase and date of purchase circled. On the eCommerce submission page upload the image of the shipping receipt. Receipts must be received by 10/31/21 at 11:59 PST.
- **If purchased online for pick-up at store:** Take a photo of the original grocery pick-up confirmation receipt with the qualifying purchase and date of purchase circled. On the Grocery Pick-Up submission page upload the image of the pick-up confirmation receipt. Receipts/pick-up notification email must be received by 10/31/21 11:59 PST.
- **If purchased in-store:** Take a photo of the original retail receipt with the qualifying purchase and date of purchase circled. On receipt upload page, upload the image of receipt. Receipts must be received by 10/31/21 11:59 PST.

REDEEM: After verification of purchase eligibility, you will receive a rebate reward code via email within 5 days*. Enter this code at www.freectc.com and select preference to receive payment via Venmo®, PayPal® or by mail. Code must be redeemed by 11/07/21 at 11:59:59pm PST.

RECEIVE: Purchasers will receive a rebate for the purchase price of the box of Cinnamon Toast Crunch cereal (up to \$6.55, excluding tax) within 60 days by mail or 5 days by Paypal® or Venmo® services.

***Must redeem rebate code by 11/7/21 at 11:59 pm PST.** You will receive an email on the status of your submission. If your receipt is verified, you'll get an email with a reward code. However, if receipt submission has errors, you will receive notification of the specific error via email. All information is subject to privacy policy at www.freectc.com.

General Mills will accept redemptions for 1 box of participating cereal per consumer, up to two million boxes total. Offer limited to one refund per email address. Offer good in the USA and DC, its territories, and military addresses; however, offer is void in RI, CT, ND, and Miami Dade County and where taxed, regulated, void or prohibited, and while supplies last. This offer may not be published in any rebating magazine, website or elsewhere without written permission of General Mills, Inc. Requests which are non-conforming, duplicates, copies, from outside the stated area, or from groups or organizations will not be honored or returned. Allow up to sixty (60) days from the received by date above to receive your rebate via mail. General Mills, Inc. is not responsible for lost, late or misdirected mail. No post offices boxes allowed, only street or rural routes are accepted. Rebate checks are void if not cashed within 90 days of issuance and will not be re-issued. Allow up to five (5) days to receive the Venmo™ or PayPal® credit to your account. Not combinable with other offers. Request form may not be assigned, transferred or sold (including, without limitation, via online auction site). For all inquiries, please call at 1-800-837-8804 between 7:30am – 5:30pm CT, weekdays. ©2021 General Mills.

Additional Program Terms. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Offer should (in its sole discretion) virus, bugs, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Offer. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Offer or Web site. For details regarding collection of information from users of the Web site (including entrants), please consult the privacy policy on the web site. Additionally, Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law. In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any other attempted form of entry is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, and its parent companies, subsidiaries, affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failure of any kind, lost or unavailable network connections, Web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Offer,

including any injury or damage to participant's or any other person's computer relation to or resulting from participating in this Offer or downloading any materials in this Offer.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE OFFER MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND 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.