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1. Introduction

- **Purpose and Scope**

All Companies using KPM products and/or services that include advertising campaigns that encourage, invite, or direct individuals to participate in a sweepstake, contest, game of chance, or similar promotion (each, a “Contest”) are required to adhere to the following policies. The following policies are in addition to the terms and conditions accompanying the Project Brief, Insertion Order, Purchase Order, or similar request for KPM Services.

- **General Requirements**

All Companies using KPM products and/or services are required to adhere to all applicable policies found at <https://www.krogerprecisionmarketing.com/working-with-us.html>.

KPM reserves the right to change our policies without notice. It is Company’s responsibility to keep up to date with, and adhere to, the policies .

All Offsite Media campaigns are required to adhere to the applicable policies of those platforms. KPM does not maintain, control, or influence the policies of Offsite Media properties. In instances where KPM may choose the Offsite Media on behalf of Company, KPM will do so in accordance with the policies of those Offsite Media platforms.

2. Contest Disclaimer

- **Media with a Kroger Family of Stores logo and/or on a Kroger property**

All media, whether onsite or offsite, that includes a Kroger Family of Stores logo and that amplifies, references, mentions, or directs to a Contest must include a Contest Disclaimer with the media amplifying the Contest or on the landing page of the Contest. The Contest Disclaimer must include a statement that The Kroger Co., and its subsidiaries and affiliates, is not affiliated with or responsible for the Contest. KPM reserves the right to pause media or refuse to activate a campaign until the disclaimer language is included.

Sample Contest Disclaimer Language: *“The Kroger Co., and its subsidiaries and affiliates, is not affiliated with or responsible for the Contest.”*

Company is encouraged, but not required, to replace ‘*the Contest*’ in the above sample disclaimer language with the name of the specific Contest associated with the campaign.

- **Permitted Contest Advertising locations for Onsite Media**

Onsite Media is permitted to amplify, reference, mention, or direct to a Contest on the following locations: within the creative for a campaign, a Brand Shop, and Landing or Campaign Pages on a Kroger.com property.

- **Offsite Media without a Kroger Family of Stores logo (No Logo Campaign)**

Offsite Media that does not drive to a Kroger.com property **and** does not include a Kroger Family of Stores logo, the above Contest Disclaimer is not required.

3. URLs in Media Amplifying a Contest

- **Onsite Media**

Onsite Media campaigns should not include linked URLs (i.e. clickable links) but rather use a Call-To-Action (“CTA”) with a static (i.e. non-clickable) URL instead.

Examples of a CTA with static link are:

“Go to www.website.com to learn more”

“Enter our sweepstake at www.website.com”

“Visit www.website.com to learn more”

- **Offsite Media**

Advertisements amplifying referencing, mentioning, or directing to a Contest that is placed on Offsite Media may include a click through to an Offsite Media landing page.

4. Additional Prohibitions

Custom landing pages administering or hosting Contests on Kroger.com are prohibited.

In-store Contests on signage materials are prohibited.

KPM prohibits the amplifying of a Contest within a creative for the following tactics: PUSH notifications, Email Modules (“EMOD”), and Single Subject Emails (“SSE”).

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