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1. Introduction

- **Purpose and Scope**
All Companies using KPM products and/or services that include media activations 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.
- **General Requirements**
All Companies using KPM products and/or services are required to adhere to all applicable policies found at <https://www.krogerprecisionmarketing.com/resources/specs/>.

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 Requirements

- **Media with a Kroger Family of Stores logo and/or on a Kroger property**
All onsite media or offsite media that includes a Kroger Family of Stores logo and that amplifies, references, mentions, or directs to a Contest must include a disclaimer with the media amplifying the Contest or one-click away on a landing page.

This means, for onsite media, the disclaimer must be included in either the media amplifying the Contest (i.e. the creative), or the onsite landing page the media drives to (ex. Brand shop, campaign page, etc.). Please see applicable style guides for each onsite tactic.

For offsite media using a Kroger Family of Stores logo and driving to a third-party site, the disclaimer must appear either in the media amplifying the Contest or the third-party landing page that the media drives to.

If offsite media using a Kroger Family of Stores logo drives back to a Kroger owned & operated property, the disclaimer must appear in the offsite media creative.
- **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 Contest disclaimer language is not required.

- **Required Disclaimer Language**

KPM reserves the right to pause media or refuse to activate a campaign until the disclaimer language is included.

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 word ‘Contest’ in the above disclaimer language with the name of the specific Contest associated with the activation, or a similar term such as Promotion, Sweepstake, Offer, Program, etc.

3. URLs in Media

- **Onsite Media**

Onsite media activations must not include hyperlinked URLs (i.e. clickable links) that drive to third-party sites, but rather use a 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/Redeem at [www.website.com](#).”

“Visit [www.website.com](#) to learn more.”

For onsite tactics TOA and PLAs, the creatives must follow the applicable StyleGuide.

- **Offsite Media – No Logo**

Offsite media activations amplifying, referencing, mentioning, or directing to a Contest may hyperlink to a third-party site so long as there is no Kroger Family of Stores logo and/or it does not drive back to a Kroger property.

4. Additional Prohibitions for Contests, Sweepstakes, and Promotions

Custom landing pages administering or hosting or appear to be administering or hosting Contests on Kroger.com are prohibited. This includes, but is not limited to, placing an intake or entry form on the custom landing page on a Kroger property.

KPM will not accept code from Companies, their representatives, or agents, for a custom landing page for any media activation on a Kroger property.

In-store Contests on signage materials are prohibited.



All email channels, SSE and EMOD, are not permitted to include a third-party static URL in the creative. These channels must use a generic CTA such as 'for more details (see package details)'.

PUSH is prohibited from amplifying a Contest due to character limits.

In-store, onsite, or offsite media using a Kroger Family of Stores logo that explicitly instructs customers to upload, submit, or scan receipts is prohibited.