

- Privacy Policy -

Kellogg Company of Great Britain Ltd (Dubai Branch) respects your right to privacy in the on-line world when you use our websites and communicate electronically with us. We put in place security measures for your personal data and manage your personal data in accordance with data privacy regulations in United Arab Emirates.

Please note that Kellogg is the Data Controller of your personal data. The principles set out in this Privacy Notice apply to all Data Controllers in the Kellogg Group when they receive your personal data as a Data Controller for the purposes described in this notice. Those purposes are processing of data in order to participate in the various activities available on Kellogg websites.

We asked ourselves a number of key questions that we believe you would like answered about the personal data that you submit to Kellogg. These answers will, to the extent required by applicable law, inform you of your rights relating to your personal data, the security measures that Kellogg puts in place with regard to your personal data and the uses to which such personal data is put. We trust you find this information helpful.

If you have any requests concerning your personal data or any queries with regard to these practices please contact Kellogg at the address given in Question 5 below.

1. Personal data Kellogg collects through this website and how Kellogg collects it?

You can provide your personal data if you wish. We only collect personal data that YOU want to provide to us or that is needed to provide (and improve) our service to you. We collect personal data directly such as name, age, gender, physical information such as height or weight, marital status, information about your family members or dependants, address and email address as well as indirectly such as through cookies; connection and system information.

You may want to give us your e-mail address, name, telephone number etc. so that we can provide you with information on our products; enter you into our competitions or surveys; or just keep you updated about exciting Kellogg developments that you are interested in. Some website functionality may be unavailable to users who do not provide their data, or who do not consent to the use of Cookies and similar technologies on this site.

Alternatively, you may want to develop your career with Kellogg and apply for job vacancies by posting your CV on our on-line recruitment sites.

2. Kellogg Security Measures?

Kellogg takes security measures in line with data protection regulations in United Kingdom.

Kellogg has security measures in place designed to prevent data loss, to preserve data integrity, and to regulate access to the data. Only authorized Kellogg Group employees, and authorized employees of our Third-Party service providers' processing data on our behalf, have access to your personal data. All Kellogg employees who have access to your personal data are required to adhere to the Kellogg Privacy Policy and all third-party service providers are requested by Kellogg to ensure that

any of their employees who have access to your personal data have signed non-disclosure agreements. In addition, contracts are in place with such third-party service providers acting as data processors for Kellogg that have access to your personal data, to ensure that the level of security required in your jurisdiction is in place, and that your personal data is processed only as instructed by Kellogg.

Please see Question 4 – Who does Kellogg disclose your personal data to and why?

3. How Kellogg uses your personal data?

Your personal data will only be used for the purposes for which you provided it to Kellogg, as indicated to you at the time you provided your personal data. It will also be used to administer, support and obtain feedback on the level of our services, to prevent breaches of security, the law or our contract terms, and for direct marketing purposes. It may also be disclosed, including a disclosure to entities based outside the European Economic Area ("EEA"), to third parties (as part of the information generally contained in business) in the event of a sale of the business, or a reorganization of the business, or as otherwise required or permitted by law or applicable regulator.

4. Who Kellogg discloses your personal data to and why?

Kellogg will never share your personal data with any Third-Party (i.e. a party other than an entity within the Kellogg Group) business organization that intends to use it for their own purposes, other than as required by law. Kellogg, as part of a worldwide group, may transfer or disclose your personal data to another data controller in the Kellogg Group, to be used for similar purposes, at its discretion, and you hereby consent to such transfer or disclosure. If your personal data is transferred or disclosed to another data controller within the Kellogg Group, that other data controller shall have the same rights and obligations with regard to your personal data as Kellogg.

With your consent, Kellogg may share your personal data with Third-Parties (i.e. parties other than entities within the Kellogg Group), but only in the strictly limited circumstances set out below:

Our Third-Party data processors (such as our digital agencies, hosting providers, data storage providers and other technical partners) who help us administer this website, or process the data submitted to it, may have access to your data. Some of these business partners may be located outside the country where you accessed this website.

5. Access to your Personal Data?

You have the right to ask Kellogg to provide you with all the information it stores on you.

Certain national laws may require you to pay a small charge for this activity. If you wish to raise an objection to the processing of your personal data, to direct marketing, or to have your personal data corrected, you may do so by sending an e-mail to Consumer Affairs Email or a letter to: Kellogg Company of Great Britain Ltd (Dubai Branch), P.O. Box 37328, Dubai, United Arab Emirates

6. Countries your personal data will be sent to and why?

Kellogg is a global company and your personal data may be transferred across international borders. It may be transferred to countries that have different levels of data protection laws to the country from where you submitted your personal data. Kellogg (as Data Controller and Data Exporter) has, where local data protection regulations so require, put in place security measures for the export of personal data from its jurisdiction. Where local data protection regulations so require, Kellogg has made arrangements with entities receiving your personal data, that they shall ensure that security measures are in place, and that your personal data is processed only in accordance with EU Data Protection laws.

If data is transferred from within the EEA to a jurisdiction outside the EEA, it is done so under a Data Transfer Agreement, giving the required protection to your personal data under EU and other EEA countries Data Protection laws.

The server that makes this website available may be located outside the country from which you have accessed this website. The provider of this website is bound by a contract that ensures your data is managed in accordance with EU Data Protection laws and that it acts only on Kellogg instructions and implements all technical measures necessary on an ongoing basis to keep your personal data secure.

7. How and why Kellogg uses 'Cookies' and other similar technologies?

Kellogg does make use of Cookies, which are small text files that are placed on your computer by websites that you visit, or certain emails you open and other similar technologies such as Flash Cookies and web beacons. Such technologies are widely used in order to make websites work, or work more efficiently, as well as to provide business and marketing information to the owners of the site, to gather such personal data as browser type and operating system, referring page, path through site, domain of ISP etc. for the purpose of understanding how visitors use this website. Cookie and similar technologies help us tailor this website to your personal needs.

This type of information obtained through cookies will not be disclosed outside Kellogg Group or our authorized data processors. It will not be used for unsolicited communications. Details of the Cookies used on this website are available [here](#).

Cookies located on your computer do not contain your name but an IP address. In many case, after the user's session is cancelled the information contained in the cookies is no longer available to Kellogg.

Please ensure that your computer setting reflects whether you are happy to accept cookies or not. You can set your browser to warn you before accepting cookies, or you can simply set it to refuse them, although you may not have access to all the features of the website if you do so.

See your browser "Help" button for how you can do this. Some Flash Cookies may not be affected by such settings. You do not need to have cookies on to use or navigate through many parts of this and other Kellogg websites. Remember that if you use different computers in different locations you will need to ensure that each browser is adjusted to suit your cookie preferences.

For further information about Cookies including how to refuse them, please visit www.allaboutcookies.org

8. Website Customization?

With your consent, and as set out below, we may use the data you give us about yourself when you register online to build up a picture of your interests – so we may then try to ensure that when you visit the site, you don't miss the offers and information relevant to you.

Kellogg and its reputable third party advertising companies acting on its behalf will collect website usage information about visitors to our website for the purposes of statistical analysis, sales and marketing research, tracking page usage and paths used by visitors through our site, targeting the site content, targeting our marketing campaigns and direct marketing emails, targeting our Internet banner advertisements on our website and on other websites and tracking use of our Internet banner advertisements and other links from our marketing partners' websites to our website.

We may also combine this web usage data with other information we have collected about you, for example, whether you have arrived at our site through a marketing email sent to an individual account, data about your user registration (if you have logged in), and web usage data stored against a previous cookie set on your machine. We store this information so that we have a better and more specific understanding of the way customers are using our site and their preferences and interests. We may use it to undertake sales and marketing research and to tailor our site, our marketing campaigns and email communications specifically to you.

9. Kellogg's policy on collecting data from children?

It is highly important to protect the privacy of children on-line and encourage parents or guardians to spend time on-line with their children to participate in and monitor their online activities.

We do not collect personal data from children under the age of 16, even with parental consent.

Note: to parents of children under the age of 16

We recommend that parents/guardians regularly check and monitor their children's use of email and other on-line activities.

10. Changes to the terms of this Privacy Policy?

Kellogg will occasionally make changes and corrections to this Privacy Policy. Please check this Privacy Policy regularly to see the changes and how these may affect you.

11. How to contact Kellogg?

The address is: Kellogg Company of Great Britain Ltd (Dubai Branch), P.O. Box 37328, Dubai, United Arab Emirates