

**IAB Canada Digital Media Survey of Agencies
SURVEY GIVEAWAY
OFFICIAL GIVEAWAY RULES**

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Survey Giveaway (the "**Giveaway**") begins September 14, 2021 at 12:00:01 a.m. Eastern Time ("ET") and ends on October 11, 2021 at 11:59:59 p.m. ET (the "**Giveaway Period**"). The Giveaway is run by the Interactive Advertising Bureau of Canada (the "**Sponsor**"). For the purposes of the Giveaway, the "**Giveaway Group**" is composed of the Sponsor, together with its affiliated companies, and any other corporation, partnership, sole proprietorship or other legal entity involved in the administration or promotion of the Giveaway.

2. ELIGIBILITY

The Giveaway is open to legal residents of Canada who are at least the age of majority in their province/territory of residence as of the date of entry and who have received and completed the survey from Sponsor (the "**Survey**"). Excluded from eligibility are officers, directors, employees, agents and representatives of the Giveaway Group, and members of any immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related) of such officers, directors, employees, agents and representatives.

3. HOW TO ENTER

NO PURCHASE NECESSARY. Only people who receive and complete the Survey are eligible to enter the Giveaway. Once you have completed the Survey, you may choose to enter the Giveaway by agreeing to comply with these Official Rules and providing your name and email address (each, an "**Entry**" and collectively, the "**Entries**").

4. HOW TO WIN

On September 20, 2021 at 11:00 a.m. ET at 111 Peter Street, Toronto, ON, Sponsor will randomly select two (2) eligible Entries received between September 14, 2021 at 12:00:01 a.m. ET and September 17, 2021 at 11:59:59 p.m. ET as eligible to win an Early Bird Prize (as defined below).

On September 27, 2021 at 11:00 a.m. ET at 111 Peter Street, Toronto, ON, Sponsor will randomly select two (2) eligible Entries received between September 21, 2021 at 12:00:01 a.m. ET and September 24, 2021 at 11:59:59 p.m. ET as eligible to win a Second Early Bird Prize (as defined below).

On October 4, 2021 at 11:00 a.m. ET at 111 Peter Street, Toronto, ON, Sponsor will randomly select two (2) eligible Entries received between September 28, 2021 at 12:00:01 a.m. ET and October 1, 2021 at 11:59:59 p.m. ET as eligible to win a Third Early Bird Prize (as defined below).

On October 12, 2021 at 11:00 a.m. ET at 111 Peter Street, Toronto, ON, Sponsor will randomly select twenty-two (22) eligible Entries received during the Giveaway Period, as eligible to win a Prize (as defined below).

Limit one Prize (as defined below) per entrant and per household, per draw deadline (September 14, 2021 at 11:59:59 pm ET and October 11, 2021 at 11:59:59 pm ET).

Odds of being selected as eligible to win a Prize depends on the total number of eligible entries received.

5. PRIZE CLAIM CONDITIONS

Selected entrants will be notified about their eligibility to win by e-mail within approximately forty-eight (48) hours of being selected as eligible to win.

In order to be declared a winner, selected entrants must: (i) respond to notification of selection within five (5) business days of first attempt by Sponsor; (ii) correctly answer a time limited mathematical skill-testing question without assistance of any kind, mechanical or otherwise, to be administered at a mutually convenient time; (iii) sign and return to Sponsor within the stated time period a written declaration and release form, releasing the Giveaway Group, and all of their respective directors, officers, owners, partners, shareholders, employees, agents, representatives, successors and assigns from any liability in connection with this Giveaway or the use or misuse or possession of any Prize, or the merchandise for which it is redeemed (the “**Release**”); and, (iv) otherwise comply with these Official Giveaway Rules.

Return of any Prize or winner notification as undeliverable, inability to reach selected entrant or failure of selected entrant to respond to notification within five (5) business days of first attempt by Sponsor or Sponsor’s agent, failure to provide proof of eligibility (if requested), release documents, or other required documentation in a timely manner or other non-compliance with these Official Giveaway Rules may result in disqualification, forfeiture of the Prize and, at Sponsor’s sole discretion, selection of an alternate eligible entrant for the forfeited Prize in accordance with these Official Giveaway Rules, who will be subject to disqualification in the same manner.

6. PRIZES

There are a total of forty-eight (22) prizes available to be won (each, a “**Prize**” and collectively, the “**Prizes**”):

- **Early Bird Prize – two (2) \$500 gift cards** (two lucky winners)

- Begins: Tuesday September 14, 2021. Deadline for entry is midnight on Monday September 20, 2021
- **Second Week Survey Prize – two (2) \$300 gift cards** (two lucky winners)
 - Begins: Tuesday September 21, 2021. Deadline for entry is midnight on Monday, September 27, 2021
- **Third Week Survey Prize – two (2) \$200 gift cards** (two lucky winners)
 - Begins: Tuesday September 28, 2021. Deadline for entry is midnight on Monday, October 4, 2021
- **Final Prizing Draw – twenty-two (22) great prizes, such as:** 6-month subscription to Sportsnet, Roku Streambar 4K Media Streamer with remote, Chromecast, Nest: Audio, Hub, Doorbell, Back to Work Bundle, At Home Bundle, and gift cards ranging from: \$50 to \$300 in value.
 - Begins: Tuesday September 14, 2021. Deadline for entry is midnight on Monday, October 11, 2021

Prizes will be awarded only to verified winners in Canada. Prize must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right, at its sole discretion, to substitute a prize of greater or equivalent monetary value if a Prize cannot be awarded as described for any reason. Sponsor will not replace any lost or stolen Prizes. Any other taxes, costs or expenses associated with the Prizes not specified herein will be the responsibility of selected winners.

7. PERSONAL INFORMATION

Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Giveaway for the purposes of administering the Giveaway and Prize fulfillment. You may be offered the opportunity to receive additional communications from Sponsor about its products, and upcoming Giveaways and promotions.

By accepting a Prize, winner agrees to Sponsor's use of his/her name, city/province/territory of residence, picture, biographical information, statements, voice and likeness in any advertising and publicity Sponsor may conduct relating to the Giveaway in any media or format, whether now known or hereafter developed, including but not limited to the World Wide Web, at any time or times in perpetuity, without further compensation or notice. For further information about Sponsor's privacy practices, please see Sponsor's Privacy Policy at: <https://iabcanada.com/privacy-policy/>.

8. RIGHT TO VOID / TERMINATE / SUSPEND / MODIFY

Sponsor reserves the right, subject to the approval of the *Régie des alcools, des courses et des jeux* (the "Régie") with respect to residents of Quebec, to terminate, suspend or modify this Giveaway, in whole or in part, at any time and without notice or obligation if, in Sponsor's sole discretion, any

factor interferes with its proper conduct as contemplated by these Official Giveaway Rules. Without limiting the generality of the foregoing, if the Giveaway, or any part thereof, is not capable of running as planned for any reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, programming errors, or technical failures, which, in the sole discretion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Giveaway, Sponsor may, in its sole discretion, void any suspect entries and: (a) terminate the Giveaway, or any portion thereof; (b) modify or suspend the Giveaway, or any portion thereof, to address the impairment and then resume the Giveaway, or relevant portion, in a manner that best conforms to the spirit of these Official Giveaway Rules; and/or (c) award the Prizes from among the eligible, non-suspect entries received up to the time of the impairment in accordance with the winner selection criteria discussed above.

9. GENERAL CONDITIONS

Winning a Prize is contingent on fulfilling all the requirements in these Official Giveaway Rules. Mass entries, automated entries, entries submitted by third parties, and any entries or Prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. All entries and Prize claims are subject to verification. Proof of entry submission does not constitute proof of receipt. Entrants agree to abide by these Official Giveaway Rules. Decisions of Sponsor will be final and binding on all matters pertaining to this Giveaway. Giveaway is subject to all applicable federal, provincial, territorial and municipal laws. Void where prohibited. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. Sponsor's failure to enforce any term of these Official Giveaway Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Official Giveaway Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Giveaway Rules is determined to be invalid or otherwise unenforceable, then the Official Giveaway Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his/her Prize, or the cash value thereof. Sponsor reserves the right at its sole discretion to disqualify any individual who tampers or attempts to tamper with the entry process, the operation of the Giveaway and/or survey website, violates the Official Giveaway Rules, or acts with intent to annoy, abuse, threaten or harass any other person. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS GIVEAWAY OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of the person who submitted any entry, the authorized account holder of the e-mail account used to enter the Giveaway will be deemed to be the entrant. The "authorized account holder" is the natural person assigned by the domain name owner to the account associated with the Entry. The potential winner may be required to show proof of being the authorized account holder.

10. LIMITATIONS OF LIABILITY AND RELEASE

BY PARTICIPATING IN THIS GIVEAWAY, ENTRANTS AGREE THAT THE GIVEAWAY GROUP AND ALL OF THEIR RESPECTIVE DIRECTORS, OFFICERS, OWNERS, PARTNERS, SHAREHOLDERS, EMPLOYEES, AGENTS, REPRESENTATIVES, SUCCESSORS AND ASSIGNS HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM A PRIZE, INCLUDING THE ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE, OR THE MERCHANDISE FOR WHICH IT IS REDEEMED. FURTHER BY PARTICIPATING IN THIS GIVEAWAY, ENTRANTS AGREE THAT THE GIVEAWAY GROUP AND ALL OF THEIR RESPECTIVE DIRECTORS, OFFICERS, OWNERS, PARTNERS, SHAREHOLDERS, EMPLOYEES, AGENTS, REPRESENTATIVES, SUCCESSORS AND ASSIGNS HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND (INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES) TO PERSONS OR PROPERTY RESULTING FROM: A) ENTRY OR PARTICIPATION IN THIS GIVEAWAY, INCLUDING ACCESS TO AND USE OF THE SURVEY WEBSITE, OR B) ANY CLAIMS BASED ON PERSONALITY OR PRIVACY RIGHTS, DEFAMATION OR MERCHANDISE DELIVERY. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

Without limiting the foregoing, the Giveaway Group and all of their respective directors, officers, owners, partners, shareholders, employees, agents, representatives, successors and assigns shall not be responsible for: (a) any incomplete or inaccurate information that is caused by survey website users, or by any of the equipment or programming associated with or utilized in the Giveaway, or by any technical or human error which may occur in the processing of submissions in the Giveaway; (b) lost, interrupted, or unavailable network, server, service provider, on-line systems, telephone networks or telephone lines, or any other connections; (c) the theft, destruction, loss or unauthorized access to, or alteration of, entries; (d) any problems with, or malfunctions or failures of, telephone networks or lines, computers or computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; (e) garbled transmissions or miscommunications; (f) failure of any e-mail to be received by Sponsor for any reason, including but not limited to traffic congestion on the Internet or at any website or combination thereof or technical incompatibility; (g) damage to a user's computer equipment (software or hardware) occasioned by participation or downloading of materials related to this Giveaway; (h) printing, distribution, programming or production errors, and any other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise; or (i) technical, pictorial, typographical or editorial errors or omissions contained herein.

11. QUEBEC RESIDENTS ONLY

Any litigation respecting the conduct or organization of a publicity Giveaway may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

Official Giveaway - Short Rules:

No purchase necessary. Giveaway runs September 14, 2021 at 12:00:01 am ET to October 11, 2021 at 11:59:59 pm ET. Open to legal residents of Canada who are at least the age of majority in the province/territory of residence as of entry date and who have received and completed the survey from Sponsor. Six (6) Early Bird Prizes available to be won for entries received prior to 11:59:59 pm ET on September 20, 2021, September 27, 2021, and September 28, 2021, consisting of: two (2) gift cards, each for \$500; two (2) gift cards, each for \$300 CAD, and two (2) gift cards, each for \$200 CAD (each respective to the dates as listed prior). Following, twenty-three (23) Participant Prizes are available to be won for entries received prior to 11:59:59 pm ET on October 11, 2021 (AVG range of each between \$50 - \$300 CAD). Limit one entry per person, and one prize per entrant and per household, per draw deadline. Odds of winning depend on number of eligible entries received. Valid email address required.