

YouGov [YouGov Chat] Sweepstakes
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES AND A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. ENTRIES ARE VOID WHERE PROHIBITED OR RESTRICTED BY LAW. OPEN TO LEGAL RESIDENTS OF THE 50 STATES OF THE U.S. AND THE DISTRICT OF COLUMBIA, BETWEEN THE AGES OF 13-17 YEARS OLD AS OF THE DATE OF ENTRY, WHO COMPLETE QUESTIONS IN A CHAT AND SURVEY PROVIDED BY YOUNGOV.CHAT AND CONFIRM PARENT/GUARDIAN CONSENT OR ENTER THIS WITHOUT PARTICIPATION IN THE SURVEY BY SENDING AN EMAIL TO [INNOVATION@YOUNGOV.COM] WITH NAME, ADDRESS AND AGE, AS CONFIRMATION OF ELIGIBILITY FOR THE SWEEPSTAKE.

1) **Eligibility:** The YouGov [YouGov Chat] Sweepstakes (the “Sweepstakes”) is open to natural persons who (i) are legal residents of the 50 states of the United States and the District of Columbia (D.C.); (ii) between the ages of 13 and 17 years old as of the date of entry; (iii) who receive an ad/invitation served through the Facebook group of companies, Snapchat and/or TikTok; and (iv) who click on the ad, answer a question, answer chat questions and complete all questions of a survey provided by YouGov.Chat, YouGov America Inc. incorporated in Delaware, with registered office at 999 Main Street, Suite 101, Redwood City, California, USA (“Sponsor”). Employees of Sponsor and its affiliates, subsidiaries, advertising and promotion agencies, suppliers (together, “Sponsor Entities”) and their immediate family members (including mother, father, sister, brother, daughter, son or spouse), regardless of where they live; or persons who reside in the same household, whether related or not, are not eligible.

2) **Entry Period:** The Entry Period opens 20th April 2021 at 10:00 am Eastern Time (“ET”) and closes 30th June 2021 at 07:00 am ET (the “Entry Period”). Sponsor’s computer network is the official clock for the Entry Period.

3) **How to Enter:** Persons who meet all eligibility requirements and have read and agreed to these Official Rules may click on the link in the ad/invitation served through the Facebook group of companies, Snapchat and/or TikTok to commence the entry process. The ad/invitation may not be shared with others. Each person must complete an initial question, chat questions and a survey, which will be 38-58 questions, during the Entry Period to receive the opportunity to enter. This is a range because some of your answers might be linked to additional questions about the same topic. All of these questions are questions presented by Sponsor. The questions concern your attitudes to life, media habits and general interest. You also will be asked to provide your name and email address for communications about the Sweepstakes and Sponsor’s goods and services, and to confirm you have permission from your parent or guardian to enter (“Parent Consent”). Entries (including responses to all questions) are the property of Sponsor and will not be returned. Upon accepting these Official Rules and indicating consent to enter the Sweepstakes, these persons will be entered into the Sweepstakes (“Entrants”). Limit one (1) entry per person. Anyone found to use multiple accounts to enter will be disqualified. Should Sponsor detect any possible improprieties, Sponsor may void any entries. Automatically generated entries or entries via agents or third parties are invalid. By indicating consent to enter the Sweepstakes, each person represents

and warrants that the person has read and agreed to these Official Rules and agrees that Sponsor's decisions are final and binding in all matters relating to the Sweepstakes.

4) Prize: Ten (10) prizes of an Apple iPad Air will be awarded in a random drawing among all Entrants. Approximate Retail Value of prize ("ARV") five hundred and ninety nine US dollars (\$599.00). Odds of winning depend on number of Entrants. Prize may not be combined with any other promotions. Prize may not be transferred, substituted or redeemed for cash. All federal, state and local taxes, and any expenses related to the prize, are winner's responsibility.

5) Winner Notification and Confirmation: Potential winner will be notified by email at the email address provided upon entry within five (5) days of the drawing. Potential winner must respond confirming receipt within two (2) business days of notification advising of a delivery address for their prize. Sponsor may require the potential winner (or their parent or legal guardian) to sign and return documentation to confirm eligibility, Parent Consent and liability release within fourteen (14) days of notification, or the prize may be forfeited and an alternate potential winner selected. Sponsor shall have no liability for a potential winner's failure to receive notices due to spam, junk e-mail or other security settings or for an incorrect or otherwise non-functioning email address. Sponsor may, in its sole discretion, award the prize to the parent or legal guardian of the winner. In the event a potential winner is disqualified or deemed ineligible or unable to accept a prize for any reason, the potential winner forfeits any right to the prize and a new potential winner will be selected following the procedures outlined above. The prize will be awarded.

6) Prize Delivery: Upon winner confirmation, prize will be delivered to winner via registered mail. If any prize is returned as undeliverable such prize will be forfeited and an alternate winner selected from all remaining eligible entries. No compensation will be given for prize forfeiture in accordance with these terms.

7) Communications and Privacy: Participation in the chat and survey, and entry into the Sweepstakes, constitutes (i) consent to receive communications from Sponsor about the Sweepstakes and email news and updates concerning Sponsor's products and services, and (ii) agreement to Sponsor's Privacy Policy at <https://account.yougov.com/us-en/account/privacy-policy>. Entrants agree to use of their personal information in the conduct of the Sweepstakes, and winner agrees to use of winner's first name and last initial, and city/state of residence, in announcing the winner of the Sweepstakes. By accepting the prize, winner also consents to use and publication of winner's first name and last initial, city/state of residence, likeness, voice, testimonials, biographical information and/or statements (collectively, "Likeness") by Sponsor and its designees worldwide in perpetuity for all purposes in all media without further compensation or approval.

8) Release: By participating in the Sweepstakes, Entrants agree that Sponsor Entities, Facebook, Snapchat, TikTok, Apple will have no liability or responsibility, and Entrants release them from any claims, liability or responsibility by presentation or participation in the Sweepstakes, acceptance, possession or use of the prize, posting of the winner's list or other use of the Likeness, or any activity related to any of the foregoing, including without limitation claims unknown when this release is entered.

10) Administration: Sponsor reserves the right in its sole discretion to cancel or modify the Sweepstakes. Sponsor is not responsible for incorrect or inaccurate information, human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect or any other error or malfunction, or late, lost, incomplete, illegible or misdirected activities or points. Proof of posting or sending is not proof of receipt. If Sponsor believes, in its sole discretion, there is any suspected or actual tampering with the Sweepstakes or technical difficulties may compromise the integrity of the Sweepstakes, Sponsor reserves the right to disqualify any participants and/or terminate or modify the Sweepstakes and/or conduct a random drawing among Entrants to award the prize as of the termination date. All federal, state and local laws and regulations apply. Void where prohibited or restricted by law. Any attempt by a participant to deliberately damage or undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil laws. Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

11) Disputes: The Agreement shall be governed by, and construed in accordance with, the laws of the state of New York, without regard to its conflict of law provisions. The sole and exclusive forum and venue for any dispute shall be in New York, in the state of New York. By participating in the Sweepstakes, Entrants agree that (i) under no circumstance may Entrant obtain an award for, and Entrant hereby waives all right to claim, punitive, incidental, consequential or any other damages, other than for out-of-pocket expenses; (ii) all causes of action arising out of or connected with the Sweepstakes or prize shall be resolved individually, without resort to any form of class action; and (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event will Entrant be entitled to receive attorney's fees or other legal costs.

12) Entire Agreement: These Official Rules form an agreement with Sponsor and reflect the entire understanding between Entrants, winner and Sponsor concerning the Sweepstakes and the subject matter hereof. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision, which will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term will not constitute a waiver of that term or any other term. No modification or waiver of the terms shall be effective unless made in a writing signed by all parties.

13) Winner's List: For the winner's list or copy of these Official Rules, contact Sponsor at innovation@yougov.com or send a stamped, self-addressed envelope with your request to YouGov [YouGov Chat] Sweepstakes at YouGov America Inc., 999 Main Street, Suite 101, Redwood City, California, USA. The winner's list will be available on or about September 1st 2021.

14) Sponsor Name and Address. The Sweepstakes is sponsored by YouGov.chat, YouGov America Inc., 999 Main Street, Suite 101, Redwood City, California, USA. This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Facebook, Snapchat, TikTok or Apple.