



## **KWANTLEN POLYTECHNIC UNIVERSITY – #KPUATGTC INSTAGRAM CONTEST Official Contest Rules and Regulations**

Participation in #KPUATGTC Instagram Contest (the “Contest”) constitutes the entrant's full and unconditional agreement with and acceptance of these Official Contest Rules and Regulations (“Official Rules”) and all decisions of Kwantlen Polytechnic University (“KPU” or the “Sponsor”) and its agents, which are final on all matters relating to the Contest. The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to Instagram. Instagram is completely released of all liability by each entrant in this Contest.

### **1. ELIGIBILITY**

Entrants must be a resident of BC, age 16 and above. All provincial, municipal and federal laws and regulations apply.

### **2. HOW TO ENTER**

- 1) Follow the Instagram accounts @kwantlenU and @shopGTC
- 2) Share a photo on Instagram of you in front of any KPU murals, the KPU covered escalators, or the KPU covered lockers found at Guildford Town Centre.
- 3) On your personal Instagram page tag your photo with the hashtag #KPUATGTC in the caption of the photo to receive one entry (each an “Entry”) into the Contest Draw (as defined below under Prizing). One Entry, per person, per day will be considered valid for entry into the Contest Draw.

Your Entry must not defame or invade the rights of any person, living or deceased or otherwise infringe upon any third party personal or proprietary rights, including any trademark or copyrights. By entering the Contest you are representing and warranting to KPU that your Entry does not defame or invade the rights of any person, living or deceased or otherwise infringe upon any third party personal or proprietary rights, including any trademark or copyrights. You must not inaccurately tag your Entry (ex: you must not tag yourself in a photo if you are not in the photo).

A free Instagram account can be created by visiting <http://Instagram.com> and following the appropriate link to download the free Instagram smart phone application to your mobile device, or visit your mobile device's application store from your mobile device. In addition to compliance with these Official Rules, Instagram's terms of use apply to all entrants and Entries.

Odds of winning depend on the number of valid eligible Entries. No purchase is necessary in connection with the Contest, however, internet access and an Instagram account is required to enter the Contest.

### **3. DEADLINES**

The Contest begins at 12:00 a.m. Pacific Standard Time (“PST”) on June 17, 2015, and ends at 11:59 p.m. PST on July 7, 2015 (the “Contest Period”).

### **4. PRIZING**

There are three (3) prizes to be awarded in connection with the Contest (collectively, the “Prizes”): a \$50 Guildford Town Centre Gift Card (the “Grand Prize”), and two (2) \$25 Guildford Town Centre Gift Cards (each a “Runner-Up Prize”). No cash substitutions.

Three (3) Entries will be randomly drawn at the conclusion of the Contest Period (“Contest Draw”) from among all valid Entries received during the applicable Contest Period. Subject to the Prize Claim Conditions described below, the first Entry drawn will be awarded the Grand Prize and the second and third Entries drawn will be each be awarded a Runner-Up Prize. The odds of winning depend on the total number of eligible Entries received during the Contest Period.

### **5. PRIZE CLAIM CONDITIONS**

The Instagram account holders of the Entries drawn pursuant to the Contest Draw (the “selected entrants”), will be contacted by direct message through Instagram. In the event of a dispute as to the identity of the person who submitted any Entry, the authorized account holder of the email address associated with the selected entrant's Instagram account will be deemed to be the selected entrant in question. In order to claim their Prize selected entrants must present themselves, with valid picture I.D., at Guildford Town Centre's customer service desk. Before being declared a “Winner”, a selected entrant must first correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question to be administered at the time the selected entrant presents his/herself at Guildford Town Centre's customer service desk located on the lower level next to the Food Court. Each selected entrant will also be required to complete a written declaration and prize release form, releasing the Sponsor, Guildford Town Centre Limited Partnership, Ivanhoé Cambridge Inc., 4239431 Canada Inc., 4210611 Canada Inc., Instagram, their

respective parent, related and affiliated companies, advertising and promotional agencies, participating retailers, and all of their respective directors, officers, owners, partners, shareholders, employees, agents, representatives, successors and assigns from any liability in connection with the Contest or the use or misuse or possession of any Prize. Return of winner notification as undeliverable, inability to reach selected entrants, failure to provide proof of eligibility, release documents, or other required documentation (if requested) in a timely manner, failure to correctly answer the skill-testing question, or other non-compliance with these Official 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, who will be subject to disqualification in the same manner.

## **6. PERSONAL INFORMATION**

KPU and its authorized agents will collect, use and disclose the personal information you provide when you enter the Contest for the purposes of administering the Contest and Prize fulfillment.

By entering the Contest and accepting a Prize pursuant to the Prize Claim Conditions above, the Winners authorize Kwantlen Polytechnic University and its advertising and promotional agencies and their respective employees or other representatives, to broadcast, publish and otherwise use the Winners' Entries (including the photograph shared on Instagram), his or her name, photograph, image, statements regarding the Contest or the Prizes, place of residence and (or) voice for publicity purposes, without any form of remuneration, approval or notice.

## **7. RELEASE**

By entering the Contest, you agree to release and hold harmless, Kwantlen Polytechnic University, Guildford Town Centre Limited Partnership, Ivanhoé Cambridge Inc., 4239431 Canada Inc., 4210611 Canada Inc, Instagram, and their respective employees and agents from and against any losses, damages, rights, claim or cause of action of any kind arising, in whole or in part, directly or indirectly, out of the use of the Prizes or otherwise resulting from your participating in the Contest.

## **8. MISCELLANEOUS**

Kwantlen Polytechnic University reserves the right, in its sole discretion, to cancel or modify the Contest if fraud, technical failures, or anyone's actions destroys the integrity of the Contest, or if factors beyond the Sponsor's control make it impossible for the Sponsor to administer this Contest as planned. Entrants who have not complied with these Official Rules are subject to disqualification. The Prizes are not transferable and must be accepted as awarded with no substitutions in cash or otherwise, except at Sponsor's sole discretion. Sponsor reserves the right to substitute an alternate prize of equivalent or greater value if a Prize cannot be awarded as described. Prizes will only be awarded pursuant to the Prize Claim Conditions outlined above. By entering this Contest you agree to be bound by these Official Rules, Instagram's terms of use and the decisions of the Sponsor. All decisions of the Sponsor are final and binding in all matters relating to this Contest.

Kwantlen Polytechnic University  
12666 72 Avenue  
Surrey, BC V3W 2M8