



## KWANTLEN POLYTECHNIC UNIVERSITY – 2023 Contest for CDN Summit – INSTAGRAM GIVEAWAY

### Official Contest Rules and Regulations

Participation in the **2023** Contest for CDN Summit **GIVEAWAY 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”) and its agents, which are final on all matters relating to the Contest. This promotion 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 KPU and not to [Instagram].

#### 1. ELIGIBILITY

Entrants must be a current KPU student aged 16 or older. Faculty and staff at KPU are not eligible. All provincial, municipal and federal laws and regulations apply. The KPU student must have or create an Instagram account. Events & Communications Coordinator will direct message the Selected Entrants (defined below) over [Instagram] and ask them to provide their KPU Student email. A Prize Release form will be sent to each Selected Entrant to be completed and returned to KPU.

#### 2. HOW TO ENTER

Internet access is required to enter the Contest. Participants must also have an [Instagram] account in order to participate. A free [Instagram] account can be created by visiting <http://instagram.com> and following the appropriate link to download the free [Instagram] smartphone 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 received during the Contest Period. No purchase is necessary in connection with the Contest. Use and downloading of any third-party applications such as Instagram onto your device is done at your own risk and is subject to the Release provided herein below.

To enter the Contest, entrants must:

1. Follow @kpumelville on Instagram page;
2. Like and save the contest entry post, and complete the web form at <https://www.kpu.ca/canadian-digital-marketing-summit> ?
3. Comment on the post by 11:59 pm Pacific Standard Time (PST) on August 30th, 2023 to receive 1 contest entry (an “Entry”).

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.

#### 3. DEADLINES

The Contest begins at [9:00 am] PST on August, 21, 2023 when the @kpumelville Instagram account uploads the Instagram post and ends at [11:59 pm] PST on August 30th, 2023 (the “Contest Period”).

#### 4. PRIZING

There are [10] prizes to be awarded in connection with the Contest. Subject to and in accordance with the Prize Claim Conditions outlined below, each Selected Entrant will be awarded one (1) of the Prizes as follows:

- 10 complimentary tickets to the CDN Summit Canadian Digital Marketing Summit (the “Prize”)

Total approximate value of all prizes: **\$165.18**

No cash substitutions. Prizes must be accepted as awarded.

#### 5. PRIZE CLAIM CONDITIONS

Alysha Karpun will announce the 10 Selected Entrants who will be randomly selected from all eligible Entries online at [9 am] on [September 1st], 2023 on Instagram story from the @kpumelville (the “Contest Draw”).

The Selected Entrants will be notified by Instagram direct message. The Selected Entrants will be asked to provide their full name and email address. The Selected Entrants must prove their identity and proof of registration with a photo of their identification (driver’s license). The Selected Entrant will have until 10 am PST on September 4th, 2023 to claim the Prize. In the event of a dispute as to the identity of the person who submitted the Entry to the person claiming the Prize, the authorized account holder of the Instagram

account associated with the Selected Entrant's submission will be deemed to be the Selected Entrant in question, unless otherwise determined by KPU.

The Selected Entrants will be required to complete a written declaration and prize release form to be returned no later than 9 am PST September 5th, 2023 to [alysha.karpun@kpu.ca](mailto:alysha.karpun@kpu.ca) releasing KPU, related sponsors, advertising and promotional agencies, participating retailers, and all of their respective directors, officers, owners, partners, shareholders, employees, agents, representatives, successors and assigns including Instagram from any liability in connection with the Contest or the use or misuse or possession of the Prize. Before being declared a "Winner", the Selected Entrants must also first correctly answer without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question posted on the form. Once completed, returned, and the question answered correctly, the Selected Entrant will be declared a "Winner" of one of the Prizes. Where there is a return of winner notification as undeliverable or a failure to claim a Prize within the required time period or an inability to reach a Selected Entrant, including failures of the Selected Entrant to (i) provide proof of eligibility, (ii) provide release documents, (iii) provide other required documentation (if requested) in a timely manner, or (iv) correctly answer the skill-testing question, or other non-compliance with these Official Rules such event may result in disqualification, forfeiture of the Prize of that Selected Entrant and, at KPU'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. Such personal information is collected under the authority of and will be protected, used and disclosed in compliance with British Columbia's Freedom of Information and Protection of Privacy Act.

By entering the Contest and accepting a Prize pursuant to the Prize Claim Conditions above, the Winners authorize KPU and its advertising and promotional agencies and their respective employees or other representatives, to broadcast, publish and otherwise use the Winners' name, photograph, image, statements regarding the Contest and/or the Prizes, and voice for publicity purposes relating to the Contest, without any form of remuneration, approval or further notice.

## **7. RELEASE**

By entering this Contest, you agree to indemnify, release and hold harmless, KPU, and its respective employees, agents and Instagram 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 your breach of the Official Rules, the use of your Entry in the manner set forth in these Official Rules, use of the Prizes or otherwise resulting from your participating in the Contest.

## **8. MISCELLANEOUS**

KPU 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 KPU's control make it impossible for KPU 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 KPU's sole discretion. KPU reserves the right to substitute an alternate prize of equivalent or greater value if a Prize cannot be awarded as described. The 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 KPU. All decisions of KPU are final and binding in all matters relating to this Contest.

Please direct any questions or concerns to Alysha Karpun, Events & Communications Coordinator @ Meville School of Business [alysha.karpun@kpu.ca](mailto:alysha.karpun@kpu.ca) or KPU Marketing Services Department.

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