

Asurion Tech Horror Stories Smart Home Makeover Giveaway Sweepstakes (“Sweepstakes”) OFFICIAL RULES

The Asurion Tech Horror Stories Smart Home Makeover Giveaway Sweepstakes (the “Sweepstakes”) begins at 12:00 p.m. CST on October 26, 2020 (the “Sweepstakes Start Date”) and ends at 12:00 p.m. CST November 6, 2020 (the “Sweepstakes End Date”), (such period referred to herein as the “Sweepstakes Period”). The Sweepstakes is sponsored by Asurion Services, LLC (the “Sweepstakes Sponsor”).

1. HOW TO ENTER:

To be an eligible entry, participants comment on the announcement post on the applicable influencer’s Instagram account.

- i. Follow @Asurion
 - ii. Comment on post with your own Tech Horror Story
 - iii. Include in your comment #TechHorrorStories
 - iv. (Optional) Tag up to three friends in your comment
 - v. Limit one entry per user; user is only eligible to win one time during the course of the Sweepstakes Period.
- o Alternate method of entry is available through email submission. Send your own Tech Horror Story to Hello@asurion.com with the subject line “Tech Horror Stories”. Include your first and last name, email address, and mailing address.

Sweepstakes Sponsor will then announce the winner by reaching out to the user through direct message or contact the email address provided on the electronic submission

• Description of Requirements

- o Participation posts must include #TechHorrorStories and remain visible to Sweepstakes Sponsor and influencer on Instagram throughout the duration of the Sweepstakes and until awarding of the prize, otherwise, specific entry is not considered
- o Participation and finalist posts are deemed as participant agreeing to these Official Rules
- o Must not contain anything obscene, offensive or any language or imagery that’s inconsistent with the positive images Sweepstakes Sponsor wants to associate with
- o Limited to one entry per person and per Entrant’s Instagram account (can’t have different people enter using one social media account)
- o Entry must address and respond to Sweepstakes post prompt
- o Content can’t violate any copyright/trademark laws and all content must be original to entrant
- o Content must be created by someone who’s 18 years old or older and can’t include anyone younger (unless the parent/legal guardian is the Entrant)
- o Content can’t imply that the entrant is associated with Sweepstakes Sponsor
- o Content can’t have been submitted to other Contests or Sweepstakes, and must be original to this Contest
- o Content can’t be false (such as fraudulent, misleading, etc.)
- o Content can’t contain or depict unlawful behavior
- o Entrant must agree that Sweepstakes Sponsor owns the rights to the participation post and content and entrant is not due any money for its use in advertising, marketing, etc., including the use of image, likeness, voice, etc. of Entrant or any other person depicted in Entrant’s participation post

- Winner agrees to be subject to verification by Sweepstakes Sponsor to ensure that they meet requirements of official rules

Participation in the Sweepstakes is voluntary and does not require you to purchase anything from the Sweepstakes Sponsor.

2. PRIZE: Three (3) winners will receive a prize package consisting of a variety of smart home products customized to their needs, as determined by Sweepstakes Sponsor.

Maximum retail value of prize: \$2,500 per prize package. There is no substitution, cash equivalent or transfer of prizes allowed. Each winner will be solely responsible for all other expenses not specifically set forth herein. The Sweepstakes Sponsor reserves the right to substitute prizes of equal or greater value. The Sweepstakes Sponsor is responsible only for prize delivery; not responsible for prize utility, quality or otherwise. In order to receive a prize, the winner may be required to provide proof of identification. Taxes on any prize are the sole responsibility of winner.

3. ELIGIBILITY: Sweepstakes is only open to legal residents of the United States and the District of Columbia, and who are at least 18 years old at the time of entry. Employees of Sweepstakes Sponsor, or any of Sweepstakes Sponsor's corporate parents, subsidiaries, officers, members, and/or directors, Employees immediate families (spouses, parents, children and siblings, and each of their respective spouses), and members of the household of such individuals are not eligible to enter the Sweepstakes. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. By participating in the Sweepstakes, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the Sweepstakes Sponsor and warrants that s/he is eligible to participate in the Sweepstakes. The Sweepstakes Sponsor has the sole right to determine eligibility. SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW and is subject to applicable federal, state and local laws and regulations.

4. SELECTION OF WINNER – JUDGING PROCESS AND CRITERIA: The three (3) winners will be selected from all eligible entries received by the Sweepstakes End Date. All winners will be selected by November 13, 2020 and will be awarded within 30 days of the Sweepstakes End Date. Each influencer will select one (1) finalist entry from their post comments by the Instagram account associated with that entry to such influencer's account with respect to this Sweepstakes and will submit it to Sweepstakes Sponsor to select the winner, according to the following criteria:

- Clarity of thought and expression
- Creativity and originality; and
- Appropriateness to theme/request

Sweepstakes Sponsor will contact the winner through direct message or contact the email address provided on the email submission. In the event the winner does not accept the prize, the winner is ineligible, or the prize or prize notification is not deliverable, an alternate winner may be selected. The winner must accept the prize within three (3) days or an alternate winner may be selected. In case of a dispute over the identity of a participant who submitted the winning entry, the authorized account holder of the Instagram account associated with that entry will be deemed the entrant. The "authorized account holder" is deemed the natural person who is assigned the Instagram account by Instagram, LLC. Said owner must comply with these Official Rules, be the person who completed the act of entering, and, in Sponsor's sole discretion, may be required to provide proof of ownership of the Instagram account. The Sweepstakes Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify winner.

Winner agrees to the use of their name, address, likeness, and/or prize information for marketing and/or promotional purposes in any medium without additional compensation to the extent permitted by law. Where lawful, winner may be required to sign and return an Affidavit of Eligibility, Publicity Consent and Liability Release.

Participation in the Contest is voluntary and does not require you to purchase anything from the Sweepstakes Sponsor. No illegible, incomplete, forged or altered entries will be accepted. All entries become the property of the Sweepstakes Sponsor and will not be returned.

5. PRIVACY: In connection with the Sweepstakes entry process, Sweepstakes Sponsor will be collecting personal data from entrants in accordance with its privacy policy. Please review Sweepstakes Sponsor's privacy policy located at <https://www.asurion.com.my/eng/privacy-policy/>. By participating in the Sweepstakes, entrants hereby agree to Sweepstakes Sponsor's collection and usage of your personal information and acknowledge that you have read and accepted the privacy policy. By entering the Sweepstakes, winner hereby agrees and consents to contact by Sweepstakes Sponsor via the personally identifiable information provided by winner.

6. CONDITIONS: The Sweepstakes Sponsor, Instagram, and their agents, directors, officers, shareholders, employees, insurers, servants, parents, subsidiaries, divisions, affiliates, predecessors, successors, representatives, advertising, promotion, and fulfillment agencies, and legal advisors, are not responsible for, shall not be liable for, and hereby disclaim all liability arising from or relating to: (i) late, lost, stolen, delayed, damaged, misdirected, misaddressed, incomplete, unintelligible or postage-due entries; (ii) telephone, electronic, hardware or software program, network, Internet, computer or other malfunctions, failures, or difficulties of any kind, whether human or technical; (iii) failed, incomplete, garbled, or delayed computer or e-mail transmissions; (iv) any condition caused by events beyond the control of the Sweepstakes Sponsor; (v) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Sweepstakes; or (vi) any printing or typographical errors in any materials associated with the Sweepstakes. The Sweepstakes Sponsor reserves the right, in its sole discretion, to suspend, modify or cancel the Sweepstakes should any unauthorized human intervention or other causes beyond the Sweepstakes Sponsors' control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. By participating in the Sweepstakes, participants and winner agree to release, discharge and hold harmless the Sweepstakes Sponsor, Instagram, and their agents, directors, officers, shareholders, employees, insurers, servants, parents, divisions, subsidiaries, affiliates, predecessors, successors, representatives, advertising, promotion, and fulfillment agencies, and legal advisors, and all others associated with the development and execution of the Sweepstakes, from any and all losses, damages, rights, claims and actions of any kind arising out of or relating to the Sweepstakes, participation in the Sweepstakes, the prize, and/or acceptance, possession, use or misuse of the prize, including but not limited to statutory and common law claims for misappropriation or participant's right of publicity. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram. Participants are providing personal information to Sponsor, not to Instagram.

7. WINNERS LIST: To obtain the name of the Sweepstakes winner after the Sweepstakes End Date, mail correspondence to: Legal Department-Contests & Sweepstakes, 648 Grassmere Park, Nashville, TN 37211. Requests for winners list must be received no later than 90 days from the Sweepstakes End Date.

8. SWEEPSTAKES SPONSOR:
Asurion Services, LLC.
648 Grassmere Park
Nashville, TN 37211

9. NOTICE: The Sweepstakes Sponsor reserves the right to prosecute and seek damages against any individual who attempts to deliberately undermine the proper operation of the Sweepstakes in violation of these Official Rules and/or criminal and/or civil law.

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