

THE P&G GOOD EVERYDAY TIDE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.

1. **Timing:** The P&G Good Everyday Tide Sweepstakes (the "Sweepstakes") begins 12:00:00 a.m. Eastern Time ("ET") on April 15, 2022 and ends at 11:59:59 p.m. ET on June 28, 2022 (the "Sweepstakes Period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

2. **Eligibility:** The Sweepstakes is open only to legal residents of the province of Ontario, Canada who have reached the age of majority at time of entry. Employees of Procter & Gamble Inc. (the "Sponsor"), their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies, including Realtime Media LLC ("Administrator") and their immediate family members (spouses, parents, children, and siblings and their spouses) and/or those living in the same household of each (whether related or not), are not eligible to participate or win. Void outside of Ontario, Canada and where prohibited by law. All provincial, municipal and local laws and regulations apply.

3. **How to Enter:** No purchase necessary. There are two (2) ways to enter the Sweepstakes as described below (each "Sweepstakes Entry"). Limit one Sweepstakes Entry per person during the Sweepstakes Period, regardless of entry method. All entries must be received by 11:59:59 p.m. ET on June 28, 2022 ("Sweepstakes Closing").
 - a. **Enter online via P&G Good Everyday website:** During the Sweepstakes Period, participants who sign up for P&G Good Everyday Canada will automatically receive one (1) entry into the Sweepstakes. To sign up for P&G Good Everyday Canada, visit <https://www.pggoodeveryday.ca/tide-signup-contest> (the "Website") and follow the Website's on-screen instructions to fully complete and submit the online registration to become a member. When all required steps of the registration process are complete and submitted during the Sweepstakes Period, entrant will automatically earn one (1) entry into the Sweepstakes. There is no cost or purchase required to sign up for P&G Good Everyday Canada. After signing up in accordance with these Official Rules, an entrant may withdraw their registration for the program at any time without affecting their eligibility in this Sweepstakes. For details on how to withdraw, please consult the program terms, available at <https://www.pggoodeveryday.ca/offer-rules/>.
 - b. **Enter via email:** During the Sweepstakes Period, an entrant may earn one (1) Sweepstakes Entry without signing up for P&G Good Everyday Canada by sending an email to pggecasweeps@promosupport.com. The email must include your first and last name, street address (no P.O. Boxes), city, province, postal code, month and year of birth and e-mail address. In the subject line of the email, you must include The P&G Good Everyday Tide Sweepstakes. Entries must contain all information to be eligible, otherwise the entry will be void. This mode of submission provides the Sponsor and/or Administrator consent to contact entrant by email if entrant is a potential winner of a Prize.

Any attempt by any entrant to enter by using multiple/different email addresses, identities, registrations and logins, or any other methods will void such entries and that entrant may be disqualified. Use of any automated or computer system to participate online is prohibited and will result in disqualification. Normal Internet/phone access and data/usage charges imposed by your online/phone service may apply.

4. Privacy: Information collected from participants is subject to Sponsor's Privacy Policy at <https://privacypolicy.pg.com/en/> and Administrator's Privacy Policy at <https://www.rtm.com/wp->

<content/uploads/2018/07/privacypolicy.pdf> and will be used and disclosed for the purpose of administering this Sweepstakes. This section does not limit any other consent(s) that an entrant may provide the Sponsor in relation to the collection, use and/or disclosure of their personal information.

5. Selection Process: One (1) winner will be selected in a random drawing on or about July 5, 2022 from among all eligible entries received by the Sweepstakes Closing. The drawing will be conducted by Realtime Media LLC (at their offices in 1001 Conshohocken State Road, STE 2–100, West Conshohocken, PA 19428, USA), an independent judging organization whose decisions are final on all matters relating to the Sweepstakes. Odds of winning are dependent upon the total number of eligible entries received by the Sweepstakes Closing .

6. Winner Notification/Prize Redemption: The potential winner will be notified by email within three (3) business days from the drawing date as specified in Section 5 or as soon as reasonably practicable. To be declared a winner, selected entrant must first complete a written Declaration and Release Form (“Release”) confirming compliance with the Official Rules and correctly answer, unaided, a time-limited mathematical skill testing question to be administered by email. Selected entrant will be required to sign and return via email to the address stated on the Release within five (5) business days of notification. Failure to reach the potential winner after two (2) attempts within five (5) business days of notification, return notification as undeliverable, or a potential winner otherwise does not meet all Sweepstakes conditions, will result in all rights to the prize to be forfeited and an alternate winner may be selected from all eligible entries received during the Sweepstakes Period, time permitting. Unclaimed prize will not be awarded. No correspondence pertaining to this Sweepstakes will be entered into except with the potential winner. Prize will be awarded and delivered to the confirmed winner by the Administrator.

7. Prize and Approximate Retail Values (“ARV”): A total of one (1) prize to be awarded which consists of one (1) year’s supply of Tide Hygienic Clean Heavy Duty Power PODS[®] laundry detergent with an approximate retail value of one hundred and seventy five dollars (\$175.00 CAD). A one year supply of Tide Hygienic Clean Power PODS laundry detergent is based on average national household consumption for a family of four (4). The prize must be accepted as awarded. No transfer, substitution, refund, or cash equivalent for the prize (or portion of prize) will be permitted, except at the sole discretion of the Sponsor and in such circumstance, an alternate prize (or portion of prize) of equal value (as determined solely by Sponsor) will be awarded and the Sponsor’s obligation to the winner will be fulfilled, and no other additional compensation will be provided. Actual value of prize may vary based on local market conditions. Winner will not receive any monetary difference between actual prize and the stated approximate retail value.

8. General rules: By participating in the Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and/or Administrator which are final and binding in all matters related to this Sweepstakes. Winning the prize is contingent upon fulfilling all requirements set forth herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern, and control. Entries become the property of the Sponsor and none will be acknowledged or returned. The Sponsor accepts no liability for printing errors on material(s) distributed for this Sweepstakes nor will any responsibility be taken for lost, late, delayed, illegible, or misdirected email entries or for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Website or the Sweepstakes or by any human error which may occur in the processing of the entries in the Sweepstakes or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with the Website or Sweepstakes. In the event of a dispute as to any entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. Winner may be required to show proof of being the authorized account holder of the email address provided at time of entry. Proof of email submission or entering information via the Website does not constitute proof of delivery or receipt of such information. Sponsor is not responsible for the failure of any entry to be received by Sponsor on account of technical problems or congestion on the internet or at any website. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or Website, violates the Official Rules, or acts in an unsportsmanlike or

disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or Website may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.** Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then the Sponsor reserves the right, at its sole discretion, in whole or in part, a notice will be posted online and a random drawing to award the prize will be conducted from among all eligible entries received the Sweepstakes Period prior to cancellation. Sponsor reserves the right to modify the Sweepstakes or disqualify entrant if fraud, misconduct, or technical failures destroy the integrity to the Sweepstakes as determined by the Sponsor, in its sole discretion.

9. Release: Without limiting any other provisions of these Official Rules, by accepting the prize, winner agree to release and hold harmless the Sponsor, Administrator, its agencies, suppliers, and each party's respective subsidiaries, affiliated companies, officers, directors, employees and agents, from and against any and all claims or cause of action including but not limited to any injury, loss, cost or damages of any kind to persons, including death and property, damages sustained due in whole or in part, directly or indirectly, from entry creation, the acceptance, possession, use or misuse of the prize or parts thereof, if applicable or participation in the Sweepstakes. By entering the Sweepstakes, you hereby represent and warrant that you have read these Official Rules and are fully familiar with its contents.

10. Publicity: By accepting the prize, winner agree to be governed by these rules, and, if requested, agree to have his/her name and address (city and province only) in a winner's list. Winner further agree to allow the Sponsor to use his/her name, address (city and province only) and photograph in perpetuity without compensation for advertising or other purposes worldwide, in any and all media now known or hereafter devised, including the Internet, without compensation related to this Sweepstakes.

11. Governing Law: All issues concerning this Sweepstakes shall be dealt with in accordance with the laws of the province of Ontario. You agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the province of Ontario; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event lawyer's fees; and (c) notwithstanding the foregoing, you waive the right to claim any damages, whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages.

12. Winner's List: To receive a Winner's List, send an email to fulfillment@rtm.com with P&G Good Everyday Tide Sweepstakes Winners List Request in the subject line. Requests must be received by July 31, 2022.

13. Sponsor/Administrator: The Sponsor of the Sweepstakes is Procter & Gamble Inc., 4711 Yonge Street, Toronto, ON M2N 6K8, Canada. The Administrator of the Sweepstakes is Realtime Media LLC, 1001 Conshohocken State Road, STE 2-100, West Conshohocken, PA 19428, USA.