



#NSclotheslines Sweepstakes: OFFICIAL RULES

The "#NSclotheslines Sweepstakes" (the "Sweepstakes") is offered by Efficiency Nova Scotia ("Efficiency") and is administered by Arrivals + Departures Communications ("Administrators"). Efficiency Nova Scotia hereinafter will be referred to as the "Sweepstakes Sponsor".

NO PURCHASE NECESSARY TO PLAY.

General Sweepstakes Information: You may enter the #NSclotheslines Sweepstakes by visiting www.facebook.com/efficiencyns/ or www.instagram.com/efficiencyns/ and follow the entry instructions in the #NSclotheslines Sweepstakes post(s) to enter for a chance to win the prize as described in Rule 4 below. No purchase is necessary for the #NSclotheslines Sweepstakes (see Rule 3, below). The #NSclotheslines Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook or Instagram.

Any questions, concerns or comments regarding the #NSclotheslines Sweepstakes can be forwarded in a self-addressed, stamped envelope to Efficiency Nova Scotia, 230 Brownlow Ave, Suite 300, Dartmouth, NS B3B 0G5.

1) SWEEPSTAKES DATE: The #NSclotheslines Sweepstakes begins at 9:00:00 AM Atlantic Standard Time ("AST") on May 24, 2018 (the "Sweepstakes Start Date") and is scheduled to end at 9:00:00 AM AST on June 18, 2018 (the "Sweepstakes End Date"). The period from the Sweepstakes Start Date through the Sweepstakes End Date is known as the "Sweepstakes Period".

2) WHO CAN PLAY: The #NSclotheslines Sweepstakes is open to all legal residents of Nova Scotia, Canada. Employees of Sweepstakes Sponsor, its Administrators, front line store employees of the Participating Locations, their respective parent companies, affiliates, subsidiaries, distributors, sales representatives, advertising and promotion agencies, agents, any participating prize sponsors, or any entity that Sweepstakes Sponsor contracts with, specific to this Sweepstakes, unless otherwise specified herein, and members of their immediate families (defined, for these purposes as someone's spouse, parents and grandparents, children and grandchildren, brothers and sisters, mother in law and father in law, brothers in law and sisters in law, daughters in law and sons in law. Adopted, half, and step members are also included in immediate family), are ineligible to play and win.

3) HOW TO PLAY: To enter the #NSclotheslines Sweepstakes, you must have a registered account with Facebook or Instagram as of the Sweepstakes Start Date which you may obtain for free at www.facebook.com or www.instagram.com. With a registered account, visit www.facebook.com/efficiencyns or www.instagram.com/efficiencyns and follow #NSclotheslines Sweepstakes post(s) instructions on how to enter. Entrants must post a photo or video on either channel using the Sweepstake hashtag #NSclotheslines. Photos and videos must be submitted pursuant to the (a) Content Restrictions (as set forth in the Content Restrictions section below), (b) Facebook Terms and Community Standards available at www.facebook.com, and (c) Instagram Terms and Community Standards available at www.instagram.com. By successfully posting, as directed, a photo or video to remain posted through the Sweepstakes End Date you will receive one (1) entry in the Sweepstakes. Photos or videos hidden or removed from the Sweepstakes post prior to the Sweepstakes End Date will be void. The Sweepstakes Sponsor or Administrators will randomly draw from among all eligible entries received during the Sweepstakes Period to award the prize as outlined in Rule 7 below.

Terms of Submission: Facebook or Instagram account must relate to a single individual. The individual in whose name the Facebook account is registered to, shall be considered the entrant.

Rights Granted by you: By entering the #NSclotheslines Sweepstakes, you agree that: (a) the Administrators, Sweepstakes Sponsor, and their respective licensees, successors and assigns will have the right to use all or a part of your entry, your name and address (city and province), anywhere in the world

and in perpetuity, for future advertising, trade, promotion and publicity in any manner and in any medium now known or hereafter devised, without compensation and without notice to you and without consideration, review or approval from you; and (b) You agree that you will not now nor in the future be paid for your entry or for granting the Administrators or Sweepstakes Sponsor any of the rights set out in these Rules.

Content Restrictions: Entrants must not include any of the following content (the "Content Restrictions") in any entry: (a) pornography, adult-oriented content or any other sexually-explicit material; (b) materials relating to lotteries or gambling; (c) explicit language or content, images of violence, or promotion of illegal activities; (d) content in violation of intellectual property rights or laws; (e) libelous, defamatory, disparaging, tortious or slanderous materials; (f) content that denigrates, disparages or reflects negatively on the Event Entities, their owners and employees, or the game of baseball; (g) tobacco, alcohol or drugs; (h) dangerous stunts; (i) real weapons of any kind including, but not limited to, guns, knives or projectiles; (j) material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, territory, provincial or local law, ordinance, or regulation; (k) individuals under legal age of majority without providing a signed release from parent or legal guardian; (l) audio and/or visual content owned by any third party (e.g., recorded music; pre-produced video, etc.); and (m) material that is unlawful, or otherwise in violation of or contrary to the laws or regulations in any state/territory/province where the entry is created. Any entry that does not comply with the foregoing, in the sole discretion of Sponsor, will be disqualified and eliminated from consideration.

Your Representations and Warranties: By entering the #NSclotheslines Sweepstakes, you represent and warrant that

- (a) Your entry, in its entirety, is an original work by you and you have not included third party content in or in connection with your entry without permission;
- (b) Your entry will not cause injury or damage to any other person relying upon any instructions contained in your entry;
- (c) Your entry, the use thereof by the Sweepstakes Administrators, or the exercise by the Sweepstakes Sponsor or Administrators of any of the rights granted by you under these Official Rules, does not and will not infringe or violate any rights of any third party or entity, including, without limitation, patent, copyright, trademark, trade secret, defamation, privacy, publicity, false light, misappropriation, confidentiality, or any contractual or other rights;
- (d) You have all the rights, licenses, permissions and consents necessary to submit the entry and to grant all of the rights that you have granted under these Sweepstakes Rules;
- (e) All persons who were engaged by you to work on the entry or have contributed to the entry have:
 - (i) Given you their written consent to submit the entry without claims for payment of any kind; and
 - (ii) Provided written permission to include their name in or with your entry (or if a minor who is not your child, you must have the permission of their parent or legal guardian) and you may be asked by the Sweepstakes Administrators to provide such permission in writing to the Sweepstakes Administrators

4) WINNER SELECTION AND SWEEPSTAKES PRIZE: There will be four (4) Sweepstakes Drawings held throughout the Sweepstakes Period to award:

- (i) \$100 gift certificate to the winner's choice of either Kent, Home Depot, Home Hardware, or RONA
- (ii) \$100 gift certificate to the winner's choice of either Kent, Home Depot, Home Hardware, or RONA
- (iii) \$100 gift certificate to the winner's choice of either Kent, Home Depot, Home Hardware, or RONA
- (iv) \$100 gift certificate to the winner's choice of either Kent, Home Depot, Home Hardware, or RONA



Prize winners will be randomly drawn from all eligible ballot entries received, following the schedule in Table 1 below. Gift Card terms and conditions may apply, see card for details.

Table 1 – Prize Drawings Schedule:

Qualifying Period				
May 24, 2018 at 9:00:00 AM AST to June 18, 2018 at 9:00:00 AM AST				
Drawing #	Draw Date	Draw Time	Weekly Prize	# Available:
1	May 28, 2018 at 9:00:00 AM AST	9:01:00 AM AST	\$100 gift certificate to the winner's choice of either Kent, Home Depot, Home Hardware, or RONA	1
2	June 4, 2018 at 9:00:00 AM AST	9:01:00 AM AST		1
3	June 11, 2018 at 9:00:00 AM AST	9:01:00 AM AST		1
4	June 18, 2018 at 9:00:00 AM AST	9:01:00 AM AST		1

Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the #NSclotheslines Sweepstakes. Prize winners will be randomly drawn from among all eligible entries received during the Qualifying Period at the offices of the Sweepstakes Sponsor.

5) NOTIFICATION AND REDEMPTION: If you have been selected as a potential winner of the Sweepstakes drawing described above, the Sweepstakes Sponsor will contact you via private message through the Facebook or Instagram application or other contact information you provided to the Sweepstakes Sponsor. If the selected potential winner does not respond to the Sweepstakes Sponsor's or Administrators' notification within seven (7) days of the prize drawing and the Sweepstakes Sponsor or Administrators has made two (2) separate contact attempts, the potential winner will be disqualified, and a new potential winner may be selected by random drawing from among the remaining eligible entries.

As a condition of awarding any Sweepstakes prize, winner must sign and return, within five (5) days of receipt, the Sweepstakes Sponsor's Release Form confirming his/her compliance with these Official Rules and releasing the Sweepstakes Sponsor and Administrators, each of their respective affiliates, subsidiaries, advertising and promotional agencies, and the directors, officers, partners, dealers, employees and agents of each of the foregoing, from and against any and all liability arising from or in connection with participation in the #NSclotheslines Sweepstakes or the acceptance, possession or use/misuse of the prize (or any portion thereof). The winner must also provide proof of identity to a valid representative of the Sweepstakes Sponsor or Administrators. If a potential winner fails to return the required documents and provide proof of identity in accordance with these Rules or is found to have violated the rules of the #NSclotheslines Sweepstakes in any way, or if any prize or prize notification from the Sweepstakes Sponsor is returned as undeliverable, the potential winner will be disqualified and will be deemed to have forfeited the prize in question. In the case of forfeit, the Sweepstakes Sponsor may hold a random drawing to select an alternate prize winner. Prize will be delivered to the winner's home address.

All costs and expenses not expressly detailed herein are the sole responsibility of the winner.

6) ODDS: Odds of winning depend on the number of eligible entries received during the Sweepstakes Period.

7) LIST OF WINNERS/COPY OF RULES: The name of the prize winner and a copy of the complete Official Rules are available by sending a self-addressed, stamped envelope to Efficiency Nova Scotia, 230 Brownlow Ave, Suite 300, Dartmouth, NS B3B 0G5. Please specify "Rules" and/or "Winners' List" with your request.

8) PUBLICITY: Acceptance of a prize constitutes permission for the Sweepstakes Sponsor and Event Entities, to use the winner's name, likeness, voice and/or comments for advertising, trade or promotional purposes



worldwide in commerce and in any media without limitation or additional compensation unless prohibited by law. The name of the #NSclotheslines Sweepstakes prize winner may be published in the Sweepstakes Sponsor's media following verification of prize winner.

9) RESTRICTIONS: The following are prohibited and will result in automatic disqualification from the #NSclotheslines Sweepstakes: (1) using any method that artificially increases odds of winning; (2) non-compliance with these Official Rules; and (3) any other act which the Sweepstakes Sponsor determines in its sole discretion, jeopardizes the integrity or proper conduct of the #NSclotheslines Sweepstakes.

10) PRIVACY: Sweepstakes Sponsor will be collecting personal data about you for the administration of the #NSclotheslines Sweepstakes and for purposes of internal market research. No such personal data will be transferred or sold to any third party except in the following circumstances:

- when you give us permission to do so;
- when, in good faith, we believe the law requires disclosure;
- to affiliated companies, provided that our affiliated companies and their agents and advisors and their respective employees are restricted from using the information for any other purpose other than as described in these Official Rules; and
- to our respective agents for data processing purposes, our respective professional advisors and promotional and marketing agencies, provided that such agents, professional advisors and promotional and marketing agencies are restricted from using the information for any purpose other than as described in these Official Rules.

Sweepstakes Sponsor may match aggregated, statistical use information to parameters established by third parties, without releasing user information. This information will not contain any personally identifiable information. Sweepstakes Sponsor may share aggregate information with trading partners, co-branded sites, participating sponsors and advertisers; however, this aggregated information will not contain personally identifiable information.

11) GENERAL TERMS AND CONDITIONS: Participation in the #NSclotheslines Sweepstakes constitutes the entrant's ("you" or "your") full and unconditional agreement to and acceptance of these Official Rules including the decisions of the Sweepstakes Sponsor, which are final with respect to all matters relating to the #NSclotheslines Sweepstakes. This #NSclotheslines Sweepstakes is void outside the jurisdictions specified in these Rules and where prohibited by law and is subject to all applicable federal, provincial, and local laws and regulations. The Sweepstakes Sponsor reserves the right to terminate or withdraw the #NSclotheslines Sweepstakes or to amend these Official Rules at any time, without prior notice. Unless otherwise noted, all taxes, fees and all other expenses and surcharges on prizes, if any, are the sole responsibility of the prize winner, except as provided herein. The Sweepstakes Sponsor and Event Entities make no representations or warranties regarding any awarded prize. By participating in the #NSclotheslines Sweepstakes, each entrant agrees to release and hold the Sweepstakes Sponsor, any Prize suppliers, Administrators, Facebook, each of their respective parent companies, affiliates, subsidiaries, advertising, promotion, fulfillment agencies, legal advisors and each of their respective employees, officers, directors, shareholders and agents (collectively the "Released Parties"), harmless from any and all losses, damages, rights, claims and actions of any kind arising from or in connection with participation in the #NSclotheslines Sweepstakes or resulting from acceptance, possession, or use/misuse of any prize or participation in prize-related activities, including without limitation, any loss, personal injury, death, property damage, and claims based on publicity rights, defamation, or invasion of privacy.

All entries and prize claims received become the property of the Sweepstakes Sponsor and will not be returned. Released Parties are not responsible for any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from an entrant's participation in the #NSclotheslines Sweepstakes.

The Released Parties are not responsible for lost, late, damaged, misdirected, illegible, postage-due or incomplete entries, requests or prize claims. The Released Parties are further not responsible for: (i) electronic



transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions, damage to entrant's or any person's computer and/or its contents, or causes beyond Sweepstakes Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of the #NSclotheslines Sweepstakes; (iv) any entries submitted in a manner that is not expressly allowed under these rules; or (v) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the #NSclotheslines Sweepstakes. All incomplete or non-conforming entries will be disqualified. If for any reason the #NSclotheslines Sweepstakes cannot be executed as planned, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sweepstakes Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the #NSclotheslines Sweepstakes, or if the #NSclotheslines Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, #NSclotheslines Sweepstakes Sponsors and/or Administrators reserve the right to terminate the #NSclotheslines Sweepstakes.

12) All properly claimed prizes will be awarded.

Sweepstakes Sponsor: Efficiency Nova Scotia, Halifax, NS B3B 0G5

Sweepstakes Administrators: Arrivals + Departures Communications, Halifax, NS B3J 1S9.