

# Official Rules

## Empathica Inc. Daily Sweepstakes (the "Daily Sweepstakes")

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. COMPLETION OF A SURVEY IS ALSO NOT REQUIRED TO ENTER. A PURCHASE OR COMPLETION OF A SURVEY WILL NOT INCREASE YOUR CHANCE OF WINNING.**

### Eligibility

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA, PUERTO RICO, CANADA, UNITED KINGDOM, THE REPUBLIC OF IRELAND, GERMANY, DENMARK, HONDURAS, AND THE REPUBLIC OF KOREA, WHO ARE OVER THE AGE OF MAJORITY IN THE UNITED STATES, CANADA AND HONDURAS, OVER THE AGE OF 18 YEARS IN THE UNITED KINGDOM, OVER THE AGE OF 18 YEARS IN THE REPUBLIC OF IRELAND, GERMANY AND DENMARK, AND OVER THE AGE OF 20 YEARS IN THE REPUBLIC OF KOREA.**

You are not eligible if, during the Daily Sweepstakes Period you are (or you live with) or your immediate family member (parent, child, sibling and spouse of any of the foregoing) is an employee, representative, or agent of the Sponsor or any of its subsidiaries, licensees or affiliates.

Except in Germany: By entering, entrants agree that the Sponsor or its clients shall not bear any liability for, and entrants agree to release, indemnify and hold Sponsor harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting from participation in the Daily Sweepstakes. Void where prohibited or restricted by law.

### The Sponsor

The Daily Sweepstakes Sponsor (hereinafter referred to as the "Sponsor") is:

Empathica Inc.  
2121 Argenta Rd., Suite 200  
Mississauga, Ontario, Canada  
L5N 2X4

### The Prizes

One (1) prize per day of either US\$1,000, CAD\$1,000, £1,000, DKK 8000 or €1,000 will be available to be won and will be awarded in the currency of the winner's country of residence (or in US\$ in the Republic of Korea and Honduras) paid in the form of a cheque or money order.

**Note that not all of Sponsor's clients' survey respondents are eligible to enter the Daily Sweepstakes. Check your survey invitation or the client's website for details as to whether you are eligible.**

**The prizes are not transferable and must be accepted as awarded. All taxes are the responsibility of the winner.**

### How To Enter

There will be a series of distinct and separate Daily Sweepstakes conducted each and every day lasting one (1) day, beginning at 12:00:00 a.m. Eastern Time ("ET") and ending at 11:59:59 p.m. ET (the "Daily Sweepstakes Period"). The first Daily Sweepstakes Period shall begin at 12:00:00 a.m. ET on the first day of November 2018 ("Daily Sweepstakes Start"), and the final Daily Sweepstakes Period shall end at 11:59:59 p.m. ET on the last day of November 2018 ("Daily Sweepstakes End").

To enter by completing a survey, you must be invited by a participating client of the Sponsor by being given a survey response card at a participating location of the client, by receiving an invitation on a cash register receipt at a participating location of the client or by receiving an electronic or email-based invitation from a client (together the "Invitation"). You must comply with any and all client-specific rules and regulations as outlined on the survey invitation (example: time to complete survey restrictions).

To complete the survey, go online to the URL provided on your Invitation (the "Website"), enter the receipt/certificate identifier found on your Invitation (if applicable) then complete the required survey questions. All areas marked with an asterisk ("\*") must be filled out prior to submitting your survey. To complete a telephone survey, call the toll free number on the invitation and respond to the recorded prompts. To complete an SMS survey, text your response(s) to the telephone number provided in the Invitation instructions.

Unless prohibited by the social media host's rules, depending on your country of residence, you can also enter for the Instant Sweepstakes through the Sponsor's GoRecommend application (NOTE: this application resides both externally at a client-specific URL and on the Facebook platform). To enter by using GoRecommend, you must be invited by a participating client of the Sponsor, either directly or at the end of the client's survey during the relevant Daily Sweepstakes Period. The Daily Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter. Facebook and Twitter are completely released from each entrant or participant in this Daily Sweepstakes. Any GoRecommend submission does not have to be posted to the entrant's Facebook page or Twitter page or sent by email in order to be entered into the Daily Sweepstakes. Any questions, comments or complaints regarding the Daily Sweepstakes will not be directed to Facebook, but to support@gorecommend.ca.

No purchase or survey completion is required to enter or win.

To enter by mail, with no purchase necessary and without completing a survey, please hand-write the following sentence "Please enter me in the Empathica Daily Sweepstakes for a chance to win one (1) Daily Prize" on a sheet of paper on which you have hand-printed your first name, last name, home telephone number, full address (no PO Boxes accepted), email address, and the name of a participating client and mail it in a separate envelope with sufficient postage to:

[Enter Month/Year]Mail-In Entry  
c/o EMPATHICA DAILY SWEEPSTAKES  
c/o [Enter Name of Participating Client]  
511 Avenue of the Americas, #40  
New York, NY  
10011

-or-

[Enter Month/Year]Mail-In Entry  
c/o EMPATHICA DAILY SWEEPSTAKES  
c/o [Enter Name of Participating Client]  
2121 Argenta Rd., Suite 200  
Mississauga, Ontario, Canada  
L5N 2X4

-or-

[Enter Month/Year]Mail-In Entry  
c/o EMPATHICA DAILY SWEEPSTAKES  
c/o [Enter Name of Participating Client]  
One Victoria Square  
Birmingham, UK  
B1 1DB

Each survey completed on the Website and mail-in entry shall receive ten (10) entries to the draw. Each mail-in entry will be entered in the draw for the Daily Sweepstakes Period for the day on which the mail-in entry is received. Unselected entries will not be eligible for subsequent draws.

All surveys and information become the property of the Sponsor and will not be returned. Postal, post and/or ZIP codes will be used by the Sponsor for customer mapping purposes. In the event of a dispute, the entrant will be the person whose name was entered in the appropriate area within the survey.

**For the purposes of the Daily Sweepstakes, each phone number or unique receipt/certificate identifier (where applicable) is restricted to a maximum of one (1) survey completion (or mail-in entry) and one (1) entry through the Sponsor's GoRecommend application per day. In addition, a maximum of one (1) Daily Sweepstakes prize will be awarded per person per 90 days. Any excess entries, including excess mail-in entries, will be void.**

All entries must be received by the Sponsor on or before the Daily Sweepstakes End to be eligible for a prize in that Daily Sweepstakes Period. Any mail-in entries post-marked on or before the Daily Sweepstakes End, but not received before the Daily Sweepstakes End, will be included in a subsequent Daily Sweepstakes, if offered, and is similar or applicable. Any mail-in entries not post-marked on or before the Daily Sweepstakes End will be ineligible.

### The Daily Prize Winner Determination

Random drawings for the Daily Prizes will be held monthly at the office of the Sponsor in Mississauga, Ontario, Canada at 2AM ET. The random drawings for the Daily Sweepstakes will take place on the eighth (8th) day following the Daily Sweepstakes End. In certain jurisdictions (i.e. Canada) the winner must also correctly answer a mathematical skill-testing question prior to being awarded the prize. If a selected entrant chooses not to accept the prize, or is otherwise disqualified from winning the prize, the prize will be deemed to be forfeited and no substitution or other compensation will be awarded and no alternate winner will be selected.

The selected entrant(s) will be contacted by telephone or email within ten (10) days of selection (the "Initial Contact"). The selected entrant(s) must respond by telephone or email within ten (10) days of the Initial Contact and return a signed declaration and release of liability (or, in Germany, a consent and declaration) within ten (10) days of receipt. If the selected entrant i) cannot be contacted by telephone or email within 10 days of the Initial Contact, ii) does not return a signed declaration and release of liability (or, in Germany, a consent and declaration) within the allocated time period, iii) does not correctly answer the skill-testing question (if required on the declaration and release of liability form applicable for their jurisdiction), iv) does not use his/her legal name on the survey, consent, declaration and release of liability form or, v) does not comply with the Daily Sweepstakes Rules, that entrant will be disqualified and no alternate winner will be selected.

The prize will be sent to the winner within 60 days of the draw date. All taxes on the prize are the responsibility of the winner.

### Chances of Winning

The Daily Sweepstakes is offered by the Sponsor across multiple international clients. The chances of winning the prizes depend on the number of eligible entries received for each Daily Sweepstakes Period for all of the Sponsor's clients that are participating in the Daily Sweepstakes and the time at which the entries are received. Skill testing question may be required based on jurisdiction. Void where prohibited.

### Other Rules

By entering, contestants agree to abide by these Official Rules and all decisions of the Sponsor will be final and binding on all entrants. These Official Rules shall be governed by and interpreted by the laws of the Province of Ontario, Canada. Any disputes shall be exclusively submitted to the courts of the Province of Ontario, Canada.

Except in Germany: By entering, entrants agree that the Sponsor or its clients shall not bear any liability for (a) entries which are lost, postage-due, stolen, illegible, incomplete (or otherwise improperly completed), delayed or destroyed (including, in the case of on-line entries, as a result of failure of the website or technical problems or traffic congestion on the Internet), (b) the loss, theft or misuse of the prize, or (c) any property damage or, except where prohibited by law, personal injury in any way attributable to this Daily Sweepstakes or the prize (including, in the case of on-line entries, injury or damage to any telephone network or lines, on-line systems, servers, access providers, computer equipment or software) or resulting from downloading any material from the Daily Sweepstakes website.

No correspondence will be entered into except with the selected entrant who qualifies to win a prize. By entering, a winner grants the Sponsor and its clients the right to use the winner's name, address, comments and/or likeness, without further compensation, in any advertising or publicity, except in Denmark and where prohibited. All entries become the property of the Sponsor who assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by the Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or down loading any material in the promotion. The Sponsor reserves the right, in its sole discretion, subject to the approval of the Regie des alcools, des courses et des jeux ("RACJ") in Quebec, to cancel, modify or suspend the entry form download portion of this Daily Sweepstakes should a virus, bug or other cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the Daily Sweepstakes. In the event of cancellation, termination or suspension, at its discretion, Sponsor shall select winner from eligible, non-suspect entries received prior to event requiring such cancellation, termination or suspension.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Surveys obtained through fraudulent means or through an abuse of the Daily Sweepstakes or any surveys that are in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced may be disqualified at the sole discretion of the Sponsor.

In the event that, due to a printing, production or other error, more than the advertised number of prizes is claimed, there will be a random draw conducted amongst all eligible prize claimants to award the correct number of prizes after the Daily Sweepstakes End.

Except as provided herein, the personal information you are providing to enter this Daily Sweepstakes will be used only to administer this Daily Sweepstakes unless you indicate that you would be willing to participate in future surveys or receive future offers from participating clients. Unless otherwise indicated, the responses to the survey questions that you provide will be used by the Sponsor and the client company for which the survey is conducted in an aggregated manner only and will not be linked to your personal information. For more information about the Sponsor's commitment to your privacy, please see the Sponsor's privacy policy online at [www.empathica.com/privacy](http://www.empathica.com/privacy) or contact the Sponsor directly by phone at 1(888) 633-1633.