

Contentful

2024 Content Marketing World

Road Runner Sports

Sweepstake Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. **DESCRIPTION.**

The Contentful-Road Runner Sports Sweepstake (“Sweepstake”) begins on October 22, 2024, at 12 am PST and ends on October 23, 2024, at 11:59 pm PST (the “Promotion Period”).

The Sponsor of the Sweepstake is Contentful, Inc. (“Sponsor” or “Contentful”). By participating in the Sweepstake, each participant or entrant (“Entrant”) unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Sponsor is responsible for the collection, submission, or processing of Entries and the overall administration of the Sweepstake. Entrants should look solely to Sponsor with any questions, comments, or problems related to the Sweepstake. Sponsor may be reached by email at internal-events@contentful.com during the Promotion Period.

2. **ELIGIBILITY.**

You must be one (1) of the first 50 Entrants during the Promotion Period to reshare the LinkedIn post for this event that is pinned to our Contentful company page and have such reshare confirmed by Sponsor or its authorized representative.

Additional Eligibility Criteria: Notwithstanding the foregoing, this Sweepstake is:

Open only to legal residents of the following authorized countries: fifty (50) United States and the District of Columbia who are twenty-one (21) years of age or older (“Entrant”). Sponsor, and their respective parents, subsidiaries, affiliates, distributors, retailers, sales



representatives, advertising and promotion agencies, and each of their respective officers, directors, and employees (the "Promotion Entities"), are ineligible to enter the Sweepstake or win a prize. Household Members and Immediate Family Members of such individuals are also not eligible to enter or win. "Household Members" shall mean those people who share the same residence at least three months a year. "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. Government and state employees, and "foreign officials" are prohibited from participating in this Sweepstake or from accepting any prizes even if invited by Sponsor to participate. Entrants must determine for themselves whether they would be deemed government or state employees or foreign officials under relevant laws. Independent consultants, resellers, MSPs, distributors, competitors, and media (including bloggers) are not eligible to participate in the Sweepstake. This Sweepstake is subject to all applicable federal, state, and local laws and regulations void everywhere outside the U.S. or where prohibited by law or entrant's corporate or business policies.

3. **PRIZE.**

The first 50 eligible Entrants during the Promotion Period will receive, at their selection either one (1) pair of Road Runner Sports custom-fitted insoles with an approximate retail value ("ARV") of USD \$80 or one (1) pair of Road Runner Sports shoes with an approximate retail value ("ARV") of no more than USD \$150, in each case while supplies last.

Only one prize per person and per household will be awarded during the Promotion Period. Prizes cannot be resold or transferred to other parties, redeemed for cash, or substituted by the winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the ARV of the prize turns out to be less than the stated value, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety, or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items.

This Sweepstake is open only to legal residents of the fifty (50) United States and the District of Columbia, and the Prize will only be awarded and/or delivered to addresses



within said locations. All federal, national, state, provincial, and/or local taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

4. **HOW TO ENTER.**

Enter the Sweepstake during the Promotion Period by resharing the LinkedIn post for this event that is pinned to our Contentful company page and have such reshare confirmed by Sponsor or its authorized representative.

5. **WINNER SELECTION.**

The winners of the Sweepstake will be selected randomly from the first fifty (50) among all eligible Entrants throughout the Promotion Period ("Winner"). The review of the eligibility of Entrants and confirmation of Winners will be conducted in person and real-time during the Promotion Period by Sponsor or its designated representatives, whose decisions are final. Odds of winning will vary depending on the timing and number of eligible entries received.

6. **WINNER NOTIFICATION.**

Winners will be notified in person and in real-time if they are confirmed as being in the first fifty (50) of all eligible Entrants. Sponsor is not responsible for any delay or failure of a Winner to acknowledge or receive notification for any reason.

The potential prize Winners may be required to sign and return an affidavit of eligibility and release of liability, and a Publicity Release (collectively "the Prize Claim Documents"). No substitution or transfer of a prize is permitted except by Sponsor.

7. **PERSONAL DATA.**

You acknowledge that Sponsor will collect the following information about you: name, e-mail address business address, and telephone number, ("Personal Data"). Sponsor will use your Personal Data to the extent necessary as part of your participation in this Sweepstake.

Sponsor might share information concerning your participation in this Sweepstake with Sponsor employees, Sponsor Partner, contractors, suppliers, subcontractors, and regulators; in writing or electronically solely for the purpose of such parties administering the Sweepstake and for general marketing purposes.



For the purposes of this Section (Personal Data), “Agents” shall mean Program contractors, suppliers, and subcontractors.

Sponsor uses appropriate and reasonable administrative, technical and physical measures to protect your Personal Data as further described in the Contentful Privacy Notice at available at <https://www.contentful.com/legal/privacy-at-contentful/privacy-notice/>

Sponsor, Sponsor Partner, and Agents may: transfer your Personal Data across borders, including, without limitation, from the European Economic Area to the United States and/or between other countries, as necessary and under the conditions set forth in Contentful Privacy Notice.

You represent and warrant that any information that you provide to Sponsor, Sponsor Partner, or Agents, including without limitation, Personal Data, will be provided in accordance with all applicable laws and regulations.

You have the responsibility for ensuring that your information is accurate and that Sponsor is kept aware of your current relevant information. You may contact us at support@contentful.com for any requests to correct or delete your Personal Data. Sponsor shall not be held liable or responsible for any inaccuracies or omissions contained in any Personal Data or any other information at the time such data is received by or on behalf of Sponsor.

For additional information on how Contentful handles your Personal Data see our [Privacy Notice](#).

8. **COMPLIANCE WITH LAWS.**

Entrant agrees to comply with all applicable laws, regulations, ordinances, and executive orders of any country, state, municipality, or government body applicable to (i) the Sweepstake, and (ii) Entrant’s participation in the Sweepstake, and Entrant will indemnify, defend and hold harmless Sponsor and Sponsor’s directors, officers, agents, employees, vendors, and suppliers from and against any and all claims, demands, actions, litigation, investigations, and proceedings arising out of or related to (a) the Sweepstake, (b) obligation to pay all taxes associated with any prize awarded under the Sweepstake; (c) participation in the Sweepstake; (d) any claims of employment, retention, hiring and/or any entitlement related thereto (including but not limited to pension, CPF, insurance or



other benefits) by participant against Sponsor or its agents; or (e) Entrant's breach of these rules.

9. LIMITATION OF LIABILITY.

TO THE MAXIMUM EXTENT PERMITTED BY LAW, SPONSOR AND ITS AFFILIATES, AGENTS, LICENSORS, AND SUPPLIERS SHALL NOT BE LIABLE FOR ANY LOST PROFITS, LOSS OF DATA, OR COSTS OR PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, OR FOR ANY DIRECT, SPECIAL, INDIRECT, OR CONSEQUENTIAL DAMAGES, OF ANY KIND REGARDLESS OF THE FORM OF THE ACTION, ARISING OUT OF THIS SWEEPSTAKE OR THESE OFFICIAL RULES, EVEN IF SPONSOR OR ITS AFFILIATES, AGENTS, LICENSORS OR SUPPLIERS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH ACTION.

10. MISCELLANEOUS.

Sponsor may modify, suspend, cancel, or terminate this Sweepstake at any time. Nothing in these rules shall in any way be construed to (i) constitute Entrant as an agent, employee, or representative of Sponsor or (ii) create a partnership, joint venture, or employer-employee relationship between Entrant and Sponsor. This Sweepstake shall be governed by and interpreted in accordance with the laws of the State of Delaware, USA except for its choice of law rules.

