

OFFICIAL CONTEST RULES

1. CONTEST

1.1 The University of British Columbia (“**UBC**”) is a contest sponsor of UBC Emerging Media Lab Google Cardboard Photo Contest.

1.2 This contest will be run from 9:00 am on March 8th, 2018 to 11:59 pm on March 26th, 2018 and the winner will be selected on March 27th, 2018 .

2. HOW TO ENTER

2.1 No purchase necessary. Only one entry per person. This contest is open to Canadian residents who are the age of majority in their province of residence, excluding Quebec residents (“**Entrants**”). Employees and faculty members of UBC are not eligible to enter this contest.

2.2 Entrants may enter this contest by posting an image of yourself on Twitter or Instagram with the UBC Emerging Media Lab Google Cardboard and tagging us @ubc_eml with #myEMLcardboard on the same post.

3. HOW TO WIN

3.1 Winners will be randomly selected on March 27th, and will be announced on March 27th at approximately 11:00 am . Odds of winning depend on the number of Entrants.

4. PRIZES

4.1 The prizes are as follows:

- (i) 3rd place: n/a
- (ii) 2nd place: n/a
- (iii) 1st place: \$50 London Drugs Gift Card

4.2 The prizes must be accepted as awarded. No substitutions of the prizes are permitted except by UBC at its discretion. UBC reserves the right to substitute any of the prizes with other prizes of equal or greater value if any prize cannot be awarded as described for any reason. Prizes are non-transferable and are not redeemable for cash or credit, in whole or in part.

4.3 UBC may require winners to sign a liability/publicity release, including a consent to UBC posting the winner’s name and photograph on its website. If a winner fails to return the contest documents within the time specified by UBC, s/he will forfeit their prize and an alternate winner will be selected.

5. GENERAL RULES

5.1 By participating in this contest, each entrant and winner agrees to: (a) be bound by these Official Contest Rules and the decisions of UBC; and (b) release and hold harmless UBC, and its Boards of Governors, officers, employees and agents from and against any and all liabilities, losses, claims, demands, costs and expenses (including lawyer’s fees and litigation expenses on a solicitor and own

client basis) whatsoever to which any of them may become subject arising from any actions or omissions by the entrant.

5.2 By participating in this contest, each entrant and winner agrees that UBC may post the winner's name on its website.

5.3 The decisions of UBC in relation to this contest will be final and binding on all entrants.

5.4 UBC reserves the right to cancel, terminate, or suspend this contest, at its discretion, at any time without prior notice.

5.5 Each Prize claim is subject to verification by UBC and/or its designated representatives. Entries made with multiple addresses, under multiple identities, or through the use of any device or other method to enter multiple times or entries that are in excess of the permitted number of entries are automatically void. All contest entries obtained through unauthorized sources or which are incomplete or in any way not in compliance with these Official Contest Rules are automatically void. UBC is not responsible for lost or late entries. UBC is not responsible for any miscommunications, failed communications systems, software malfunctions, or for any human errors in connection with this contest. UBC may suspend or terminate this contest if UBC is of the view this contest's administration or fair play has been compromised.

5.6 Your personal information is collected under the authority of Section 26(c) of the *Freedom of Information and Privacy Act* (FIPPA). This information provided to enter this contest will be used only to administer this contest, and for no other reason. Questions about the collection of this information may be directed to Kelly Lam via email at kelly.lam@ubc.ca.

5.7 This contest is subject to all applicable laws of the Province of British Columbia and the laws of Canada, as well as these Official Contest Rules.