



WWF-CANADA'S 2024 SYMBOLIC ADOPTION SURVEY (the "Contest")

OFFICIAL RULES AND PRIVACY POLICY

Eligibility: Open only to Canadian residents (excluding in the Province of Quebec), who are the age of majority in their province of residency at the time of entering the Contest. Employees and agents/representatives of Sponsor (defined below), and members of their immediate families (spouses, parents, grandparents, children and siblings and their respective spouses) and persons living in the same households of such individuals, or with whom such individuals are domiciled, whether related or not, are not eligible ("Participant"). Void where prohibited.

Sponsor: The Contest Sponsor is World Wildlife Fund Canada ("WWF-Canada"), 410 Adelaide Street West, Suite 400, Toronto, Ontario, M5V 1S8, Canada ("the Sponsor"). The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility, in a form acceptable to the Sponsor – including but not limited to government issued photo identification) – to participate in the Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

Contest Period: December 4, 2024, at 10:00 a.m. (ET) and ends on December 10, 2024, at 11:59 p.m. (ET). The Sponsor's computer is the official timekeeping device for determining the eligibility of all entries.

Contest Entry:

How to Enter: Participants must have Internet access, a valid email address, and must submit a fully completed WWF-Canada New Plush Survey 2024 to participate in the Contest. Each Contest Participant must complete the online survey form ("WWF-Canada New Plush Survey 2024") by answering survey questions regarding their opinions about possible future symbolic adoptions, providing their name, email address, and indicating their agreement to the Official Rules and WWF-Canada Privacy Policy, to be entered into the Contest. During the Contest Period, Participants who have completed the WWF-Canada New Plush Survey 2024 will be invited to participate in a WWF-Canada prize draw for completing the Survey. Participants will be entered into the drawing for the Prize of a WWF-Canada symbolic adoption kit valued at \$50.00 CAD.

Limit: One (1) entry per person, per household, per email address during the Contest Period. Each entrant may only use one (1) email address to participate in this Contest, and such email address may only be used by one (1) individual, regardless of whether the email address is shared by two or more people. Any entrant who uses more than one (1) email address to participate in this Contest may be disqualified and any prize won may be forfeited, subject to Sponsor's sole discretion. If there is a dispute regarding the identity of an entrant, the entry will be deemed to have been submitted by the Authorized Account Holder of the email address provided at the time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address. The Sponsor's computer is the official timekeeping device for determining the eligibility of all entries. Mass entries will not be accepted.

Prizes / Odds / Prize Restrictions: One (1) winner will receive one (1) WWF-Canada symbolic adoption kit valued at \$50.00 CAD. Prize is not transferable, assignable or convertible to cash except as otherwise provided herein and must be accepted as awarded; and to be used in one transaction. No substitution shall be permitted except at the sole discretion of Sponsor, who reserves the right to substitute a prize with another prize of comparable value.

Winner Selection: A random drawing for the Prize will take place at the home offices of the Sponsor in Toronto, ON, on December 11, 2024, from among all eligible entries received during the Contest Period.

The potential winner will be notified by email only, and will be required to correctly answer an unaided, time-limited, mathematical skill-testing question and complete and return, within the specified time, a completed and signed declaration of eligibility and liability/publicity release. If any prize notification is returned as undeliverable, if a potential winner cannot be contacted, if required documents are not returned and received by the Sponsor within the time specified in the notification, if the mathematical skill-testing question is answered incorrectly, or if a potential winner declines the prize as awarded or otherwise does not comply with these Official Rules, the potential winner will be disqualified, and the prize will be forfeited and awarded to an alternate winner by random drawing from among the remaining eligible entries. Decisions of the Sponsor are final and binding on all Participants. The Prize will be delivered to the confirmed winner by the Sponsor within six (6) weeks of winner verification and compliance with all documentation requirements. The Sponsor shall, however, be not responsible for any delays caused due to disruptions in delivery/courier services.

Publicity: Sponsor reserves the right to use the name, city of residence, and/or province/territory of the winner, without further notice or compensation to the winner, in any advertising and publicity in relation to the Contest.

General: This Contest shall be governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any dispute arising hereunder shall be adjudicated solely in the applicable court in Toronto, Ontario, Canada.

Except where prohibited, by participating in this Contest, each entrant agrees to release and hold harmless the Sponsor and each of its respective parents, subsidiaries and affiliated companies and each of their respective officers, directors, employees, agents, licensees and assigns, and sponsors, advertisers, partners and agencies from, and against, any claim or cause of action arising out of his/her participation in the Contest, or receipt or use of any prize. Participants agree that all causes of action arising out of or connected with this Survey, or any prize awarded, shall be resolved individually, without resort to any form of legal action; and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, excluding legal fees, disbursements, and court costs; and if selected as a potential Prize winner, to sign a form of Indemnity and Release in this regard before receiving the prize.

The Sponsor's computer is the official timekeeping device for determining the eligibility of all entries. Sponsor will not be responsible for late, lost, stolen, misdirected, illegible, incomplete, falsified or destroyed entries, and all such entries are void. Sponsor will not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions or other liability or injury or damage to person(s) or property that may be caused, directly or indirectly, in whole or in part, by a Participant's participation

in the Contest. Entry materials/data that have been tampered with or altered are void. Any attempt by an entrant or any other individual to deliberately damage, interfere with or undermine the legitimate operation of this Contest is a violation of criminal and/or civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

The Sponsor is not responsible for lost or stolen items, or damages or injuries (collectively, "Damages") that may result, directly or indirectly, from participation in the Contest; or from the prize winners use of the prize awarded. Contest Participants are encouraged to check with their insurance company for appropriate coverage in case of Damages.

The Sponsor will not be liable for: (i) any failure of the website before, during or after the Contest; (ii) for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any entry to be received for any reason, including, but not limited to, technical problems or traffic congestion on the internet or at any website or for any entry to be deemed inadmissible; (iv) any injury or damage to a Participant's or any other person's computer related to or resulting from participating or downloading any material in the Contest; (v) any illness, injury, sleep deprivation, stress related illness/injury or any other illness/injury of any kind claimed to be caused by or related to a entry or participation in this Contest; and/or (vi) any combination of the above.

Under no circumstances will more prizes than those set forth under these full Official Rules be awarded. If a printing, technical or any other error occurs that results in more potential winners than available prizes, Sponsor may elect to hold a random drawing from among all eligible potential prize winners to award the prize in dispute.

All entries become the property of Sponsor and will not be returned. If, for any reason, the Contest is not able to be conducted as planned; or if the Contest is corrupted or does not allow the proper execution of entry collection, prize drawing and/or processing of entries in accordance with these full Official Rules for any reason; or if tampering, unauthorized intervention, actions by Participants, fraud, technical failures or any other causes, in the sole opinion of Sponsor, corrupts or affects the administration, security, fairness, odds of winning, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to disqualify any individual implicated in such action and/or subject, to cancel, terminate, modify or suspend the Contest and conduct a random drawing from all non-suspect eligible entries received prior to termination to select a potential winner.

Sponsor's failure to enforce any term of these full Official Rules shall not constitute a waiver of that provision.

Agreement to Official Rules and Privacy: By entering this Contest, you acknowledge having read these Official Rules and agree to be bound by them and the decisions of the Sponsor, which shall be final and binding on all Participants. The Sponsor verified Participant of the winning entry agrees to be photographed and filmed, and that their images may be used for promotional purposes by the Sponsor. Entries become the property of the Sponsor when submitted and will be used strictly in accordance with the Sponsor's Privacy Policy available at <https://wwf.ca/privacy-policy/>. If you have any questions about Sponsor's use of your personal information, please contact WWF-Canada's Privacy Officer by e-

mail at ca-privacy@wwfcanada.org or by mail at WWF-Canada, Privacy Officer, 410 Adelaide Street W, Suite 400, Toronto, ON, M5V 1S8.

Contest Opt-out and Questions: If you wish to opt out of automatic entry into the Contest, or have questions about the Contest, please contact ca-panda@wwfcanada.org