

## NORTON OPT-IN TO CYBER SAFETY SWEEPSTAKES

All the benefits of living digitally come with trade-offs – you may have to trade off your privacy and personal information, which can make you vulnerable to cybercrime. Enter for a chance to win a prize in the #OptInSweepstakes by leaving a comment or sharing a story about a time you gave up info to get access to something you wanted online.

### ABBREVIATED RULES

- **No purchase necessary. Void where prohibited.** You must be a resident of the United States, and 18 years or older to enter.
- Sweepstakes begins at 12:00:00 a.m. Pacific Standard Time (“PST”) on March 1, 2021 and ends at 12:00:00 a.m. PST on March 29, 2021 (“Sweepstakes Period”).
- Odds of winning depend on the number of participants. Five winners will be chosen by random from all eligible entries. Sponsor will award five (5) of the following prize sets consisting of: One (1) Norton 360 with LifeLock Deluxe annual subscription and one (1) \$400 Best Buy gift card fulfilled as an eGift digital card. Total ARV of each prize set is \$550 USD.
- You may enter by:
  - Comment/reply directly on Norton’s Opt-In to Cyber Safety Sweepstakes posts; or
  - Sharing a post on your own Instagram Feed or a tweet on your Twitter account and including the hashtag #optinsweepstakes in your caption. Posts on Instagram Stories will not be collected as entries.
- Please review the Post Restrictions below including that entry posts should not contain actual pieces of entrant’s private information but instead describe examples or categories of information.

Sponsored by NortonLifeLock Inc. See Official Rules below for full details.

### OFFICIAL RULES

**NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER FOR A CHANCE TO WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS INTENDED FOR PARTICIPATION IN THE FIFTY (50) UNITED STATES AND DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY UNITED STATES LAW. VOID WHERE PROHIBITED.**

While this Sweepstakes may be promoted via social media websites, such websites are not affiliated with Sponsor or this Sweepstakes. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, Instagram or any other third-party website or application that might host content where information about this Sweepstakes is published (collectively “Content Hosts”). This Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Best Buy.

#### 1. **ELIGIBILITY:**

The “Norton Opt-In to Cyber Safety Sweepstakes” (“Sweepstakes”) is open to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees, contractors, directors, officers and agents of

NortonLifeLock Inc., its affiliates and subsidiaries, advertising and promotion agencies, wholesale distributors, retail licensees, and all other service agencies involved with the Sweepstakes, and members of their immediate family (spouse, parent, child or sibling), are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions which are final and binding in all matters related to this Sweepstakes. Winning a prize is contingent upon fulfilling all requirements as set forth herein.

## **2. SWEEPSTAKES PERIOD:**

Sweepstakes begins at 12:00:00 a.m. Pacific Standard Time ("PST") on March 1, 2021 and ends at 12:00:00 a.m. PST on March 29, 2021 ("Sweepstakes Period"). Sponsor's computer is the official time keeping device for this Sweepstakes.

## **3. HOW TO ENTER:**

To participate, entrants must have either an Instagram or Twitter account and it must be public so that posts are viewable to the Sponsor and its agents. Instagram and Twitter accounts are free but subject to terms: <http://instagram.com/legal/terms/> and <https://twitter.com/en/tos>.

To enter the Sweepstakes, entrants may enter by using one (1) of the two (2) following methods to enter (an "Entry"):

- (1) Comment/reply directly on Norton's Opt-In to Cyber Safety Sweepstakes posts addressing the specific calls-to-action of the Sweepstakes on either Twitter or Instagram; or
- (2) Sharing a post on their own Instagram Feed or a tweet on Twitter addressing the specific call-to-action of the Sweepstakes and including the hashtag #optinsweepstakes in your caption. Posts on Instagram Stories will not be collected as entries so entrants participating on Instagram should post directly on their Instagram Feed.

All Entries must be received and recorded during the Sweepstakes Period. No other forms of Entry are valid. Limit one Entry per person and per social media venue, will be considered. By posting an Entry, entrant agrees that it conforms to the Post Restrictions as defined below and that Sponsor, in its sole discretion, may disqualify you from the Sweepstakes if it believes that your Entry fails to conform to the Post Restrictions.

### **Post Restrictions:**

- Entry posts should not contain actual pieces of entrant's private information but instead describe examples or categories of information;
- Entry posts must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights;
- Entrant must have permission from all individuals that appear in the Entry posts (if any) to use their name and/or likeness in the Entry posts and to grant the rights set forth below.
- Entry posts must not disparage Sponsor, or any other person or party;
- Entry posts must not contain brand names or trademarks other than those owned by Sponsor;

- Entry posts must not contain material that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous, libelous or in violation of or contrary to the laws or regulations in any state where Entry is created;
- Entry posts must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.

#### **4. SWEEPSTAKES DRAWING:**

A total of 5 potential winners will be selected in a random drawing to be held on or about March 29, 2021 from among all eligible Entries received by Sponsor, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received.

#### **5. WINNER NOTIFICATION:**

All prizes will be awarded. Potential winners will be notified via direct message on either Twitter or Instagram and will be required to respond to the notification within forty-eight (48) hours indicating whether they can accept the prize. If a potential winner does not respond to the notification within the forty-eight (48) hour time period, prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to respond to the notification within the time frame stated above.

Potential winners may be required to complete, sign and return an affidavit of eligibility and liability and, unless prohibited by law, a publicity release to Sponsor or Sponsor's representative within forty-eight (48) hours of prize acceptance. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winner will be declared an official winner of the Sweepstakes.

In the event of noncompliance within any stated time period, the prize will be forfeited and an alternate potential winner will be randomly selected. Any alternate potential winner selected will also be required to adhere to the time periods described herein. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate potential winner.

Released Parties (as defined below) are not responsible for suspended or discontinued Internet, wireless, or land-line phone service or a change in an entrant's email, phone number or mailing address which may result in a potential winner not receiving initial prize notification or their prize information.

#### **6. PRIZE DETAILS:**

Sponsor will award five (5) of the following prize sets consisting of: One (1) Norton 360 with LifeLock Deluxe annual subscription (Approximate Retail Value ("ARV") is \$149.99 USD) and one \$400 Best Buy gift card fulfilled as an eGift digital card (ARV is \$400). Total ARV of each prize set is \$550 USD. The Norton 360 with LifeLock Deluxe subscription is subject to the subscription terms and conditions: <https://www.nortonlifelock.com/us/en/legal/license-services-agreement/>. The digital card is subject to the card's terms and conditions: <https://www.bestbuy.com/site/gift-cards/gift-card-help/pcmcat203400050004.c?id=pcmcat203400050004>.

If winner cannot accept the prize as specified, prize will be forfeited and will be awarded to an alternate winner. Any difference between stated value and actual value will not be awarded.

Limit one (1) prize per person. Prizes are non-transferable and no cash equivalent or substitution of prize is offered, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Prize winner will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prizes they receive, regardless of whether it, in whole or in part, is used. Actual prize may vary.

Only the number of prizes set forth in these Official Rules will be awarded. In the event that a technical error or any other mistake, failure or discrepancy causes more than the stated number of prizes as set forth in these Official Rules to be promoted, available, noticed or claimed, Sponsor may award only the stated number of prizes by conducting a random drawing from among all legitimate, unawarded, eligible prize claims.

## **7. PUBLICITY:**

Participants retain all ownership rights in submissions, however, with each submission, participant grants Sponsor, and its affiliates, a worldwide, non-exclusive, perpetual, royalty-free, fully-paid, sublicensable and transferable license to use, adapt, modify, publish, reproduce, distribute, prepare derivative works of, publicly display, and perform your submission, in whole or in part, in connection with this Sweepstakes and in connection with the marketing, advertising, and promotion of Sponsor products. Sponsor may also use your submission in connection with (i) retail marketing efforts, including trade show booths, catalogs, mailers, point of purchase, or other store displays; and (ii) e-commerce efforts, including Sponsor websites, in any media formats and through any media or social channels. Acceptance of prize offered constitutes permission for Sponsor to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.

## **8. RELEASE:**

By accepting a prize or participating in this Sweepstakes in any manner, each entrant and winner agrees to release and hold Content Host, NortonLifeLock Inc., Sponsor's promotional partners and each of their respective parents, affiliates, subsidiaries, owners, officers, directors, employees, agents and representatives (collectively, the "Released Parties"), harmless from all losses, damages, rights, claims and actions of any kind resulting from this Sweepstakes or the acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage.

EACH ENTRANT AND WINNER WAIVES CALIFORNIA CIVIL CODE § 1542 (AND ALL SIMILAR LAWS OF ANY STATE OR TERRITORY OF THE UNITED STATES), WHICH READS: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR." EACH ENTRANT AND WINNER REPRESENTS AND WARRANTS FULL UNDERSTANDING OF, AND ACKNOWLEDGES THE SIGNIFICANCE AND CONSEQUENCE OF, WAIVER OF CALIFORNIA CIVIL CODE § 1542 (AND ALL SIMILAR LAWS OF ANY STATE OR TERRITORY OF THE UNITED STATES).

**9. GENERAL CONDITIONS:**

The Released Parties are not responsible for lost, late, misdirected, unintelligible, returned or undelivered entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Sweepstakes or Website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Website's terms of service, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes or otherwise, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participant's or any other person's computer or property related to or resulting from participating in this Sweepstakes. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this Sweepstakes, or submission of entries, Sponsor reserves the right at their sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding the identity of an online entrant, the authorized subscriber of the email address used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of NortonLifeLock Inc. and will not be returned. To the maximum extent allowed by law, in no event will Released Parties be responsible or liable for any damages or losses of any kind, including indirect, incidental, consequential or punitive damages arising out of this Sweepstakes. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

**10. DISPUTE RESOLUTION:**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules. All participants consent to the jurisdiction and venue in Santa Clara County, California, U.S.A.

**11. PRIVACY POLICY:**

Information collected in connection with this Sweepstakes is subject to Sponsor's Privacy Policy: <https://www.nortonlifelock.com/us/en/privacy/global-privacy-statement/>. Sponsor will retain the personal information for a period reasonably necessary for the purpose of administering and managing the Sweepstakes. If you are verified as a prize winner, your first name, last initial, city and state will be included in a publicly available winner's list. In the event that a participant does not want Sponsor to use such information, participant will not participate in the Sweepstakes.

**12. SPONSOR:**

NortonLifeLock Inc., 60 E Rio Salado Pkwy STE 1000. Tempe, AZ 85281

**13. WINNER'S LIST:**

For the names of the winners, entrants may hand-print your name and complete address on a 3" x 5" card and mail to Sponsor (see address above), no later than sixty (60) days from the end date of the Sweepstakes Period.