



THE FOLLOWING CONTEST IS INTENDED FOR VIEWING IN THE 50 UNITED STATES AND D.C. (EXCLUDING, WITHOUT LIMITATION, ALL US TERRITORIES AND EXTERNAL COMMONWEALTHS) ONLY AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW AND AMERICAN ENGLISH. YOU MUST BE 18 YEARS OF AGE OR OLDER AND THE AGE OF MAJORITY IN YOUR STATE OF RESIDENCE TO ENTER THIS CONTEST. YOU ARE NOT AUTHORIZED TO ENTER THIS CONTEST IF YOU DO NOT MEET THESE CRITERIA.

Streetbees.com "US College Rankings 201" Student Contest ("Contest")

Draft Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING A PRIZE.

1. **Contest Period:** The "Contest Period" runs from 12:01:01 am, Eastern Time ("ET"), October 24, 2018 ("Contest-Start") to 11:59:59 pm, ET, May 31, 2019 ("Contest-End"). **Sponsor's computer clock governs time stamp. Here will be four (4) Drawing Periods as detailed in #5 below. Non-winning entries in earlier Drawing Periods will be rolled over to subsequent Drawing Periods. Each Drawing Period will have:**
 - i. An "Entry Period" from Contest-Start to 11:59:59 pm ET, of the final day of Drawing Period in order to enter the Contest;
 - ii. An "Expert Voting Period" from 12:00:01 am ET, of the final day of a Drawing Period to 11:59:59 pm ET to one (1) month later for winner selection.
2. **Eligibility:** You may enter the Contest if you are a legal resident of the 50 United States, or D.C. (void in overseas U.S. territories, possessions, commonwealths and military installations), 18 years of age and the age of majority in your state of residence and a registered student in a Sponsor-Selected college (including community colleges) or university at the time of entry. Void where prohibited, licensed, restricted or taxed. An entrant must not be affiliated with any commercial talent union or guild. Employees, officers, directors, agents and representatives of and their immediate families (spouse, parents, children, siblings and each of their spouses regardless of where they live) or members of household of Streetbees.com Limited ("Sponsor"), PROMOSFERA S.R.L and TMACO, LLC d/b/a The Marketing Agency ("Administrator") and their respective parent companies, subsidiaries, advertising, design, web design, web hosting and promotion and publicity agencies and anyone connected with the production or distribution of this Contest (collectively the "Contest Entities") are not eligible to enter or be awarded a prize.
3. **How to Enter:** This Contest is entered only via the Internet during an Entry Period: Go to

November 7, 2018 StreetBees "Who Inspires You" StudentContest -2018-2019 P. 1/6

The Marketing Agency, LLC
2881 E. Oakland Park Blvd.
Suite 425
Fort Lauderdale, FL 33306
☎ +1.954.771.1177
fax +1. 866.379.5788
info@themarketingagency.com
www.themarketingagency.com

<https://streetbees-us-2019.student-survey.streetbees.com> or <https://the-us-2019.student-survey.streetbees.com>. Enter your authorized university/college email address, complete the survey as requested and answer the following question in 100 to 200 words: “Who inspires or inspired you?” The person may be contemporary or historical. You have complete creative freedom to create an entry that will obtain the most expert votes, but **your submission is subject to the limitations set forth in #4 below. The judging procedure will be found in #5 below.** Entries must be made by an individual from a stand-alone computer or mobile device* and may not be made by proxy or any electronic/automated means such as, without limitation, script, bot, macro, or any other similar software or program. You may not enter with multiple emails and/or multiple identities nor may you use any other device or artifice to obtain more than one (1) entry. All discovered entries made in violation of these rules will be disqualified. **You must supply an accurate, functioning university/college email address, for which you are the authorized user, for your entry to be eligible and for winner notification (if applicable).** It is an entrant's responsibility to keep his/her email address current. An email “Authorized user” is defined as the natural person who is assigned to an email address by an Internet mail provider, Internet access provider, online service provider or organization (e.g. webmail provider, business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the email address. Proof of entering is not proof of entry receipt. In the case of a dispute regarding who submitted a particular online entry, the entry will be deemed submitted by the authorized account holder of the associated email account. Sponsor and Administrator are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind or insufficient space in entrant's email account to receive email messages. The prize will be awarded provided it is claimed properly according to these Official Rules.

Message and data rates, wireless Internet access charges and perhaps other fees may apply to use of a mobile device for Contest entry. It is therefore recommended that you consult your wireless carrier's pricing plan BEFORE participating via mobile device. Not all mobile devices offer wireless Internet access; and, wireless Internet access may not be available in all areas.

- 4. Submission Limitations and Rights:** Entries must: (i) be original and in American English; (ii) be created solely by entrant; (iii) have not previously won awards or Contests; and, (iv) not infringe on the rights of any third party or trademark. **Entries may not contain references to commercial or copyrighted products or creations or trademarks, pornography, lewd or inappropriate activities, sexual or racial slurs or connotations, offensive language, obscenities or any material that would be offensive to a group or to an individual. The Sponsor reserves the right not to consider, and to disqualify any submission it deems in its sole, subjective determination, to be inappropriate and will not**

engage in any form of communication or discussion about any submission. All decisions of the Sponsor are final and cannot be appealed. By entering this Contest, you explicitly (i) certify that you meet the eligibility requirements as set forth in these Official Rules; (ii) represent and warrant that you have the right to grant to Sponsor the rights in the submitted essay; (iii) certify that you are not affiliated with any commercial talent unions or guilds; and (iv) represent and warrant that you have not used any licensed material or any material owned or controlled by someone other than you in your submission, and (v) represent and warrant that your submission is your sole and original work and you have not copied or plagiarized the content or the concept from other material.

5. **Voting and Winner Selection:**

All valid entries will be judged on:

- a. RELEVANCE: the entry must directly answer the question, be focused, purposeful and reflect original insight and ideas – 30%;
- b. EVIDENCE: the main point should be supported with an example; – 30%, and
- c. FORMAT: the entry should be a short paragraph with effectively organized ideas to build a persuasive argument – 40%.

All valid answers submitted by students will be evaluated by a Panel of Judges selected by the Sponsor. The judges are required to have a minimum of a Bachelor's degree qualifications which may be in any discipline. The decision of the judges will be final; no entrant will have the right to challenge the verdict and the judges will not engage in any discussion or explanation regarding their decision. The essay with the highest total score in each Drawing Period will be declared the winner. Should there be a tie, the essays with the tied, highest score will be rejudged. This will continue until one essay is declared the winner. **A potential Grand Prize winner will be notified approximately five (5) business days after the judges' determination via email to the email address submitted during entry.** The potential winner will have five (5) business days to reply, agreeing to accept the prize and providing full contact information requested by the Administrator. Failure to confirm and provide all the information requested will signify to Administrator that the prize has been declined and forfeited for all time and without further notice the next highest scored entrant will be notified in the manner above. The Grand Prize potential winner will be required to execute and return an *Affidavit of Eligibility, Liability and (where legal) Publicity Release* within five (5) business days of date on notification or it will be concluded definitively and for all time that the prize has been declined, and the next highest scored entrant will be notified in the manner above. This will continue until an eligible potential winner accepts the Grand Prize and complies with these Official Rules. Should a greater number of prize claims be received because of printing, emailing, phoning, messaging, programming errors or for any reason whatsoever, only the Grand Prize and the value

stated in these Official Rules will be awarded in the Administrator’s sole discretion. No more than one (1) prize will be awarded in each Drawing Period. Drawing Period dates are as follows:

Drawing Period	Drawing Period Entry Start	Drawing Period Entry End	Winner Determined
1	10/24/2018	11/30/2018	12/30/2018
2	10/24/2018	1/31/2019	2/28/2019
3	10/24/2018	3/31/2018	4/30/2019
4	10/24/2018	5/31/2019	6/29/2019

6. **Quantity, Prize, Approximate Retail Value (ARV): (4) Grand Prize:** \$5,000 that will be awarded to the winner by bank wire transfer. **ARV:** \$5,000. All Grand prizes will be awarded if properly claimed according to the Official Rules and if there are sufficient entries.
7. **General:** Contest administration and verification will be supervised by Sponsor and the Administrator, an independent judging organization whose decisions are final. **By participating in this Contest, you agree to be bound by these Official Rules, Sponsor’s and Administrator’s privacy policies and the decisions of the Sponsor and the Contest Administrator.** Those wishing to enter are responsible for accessing the correct website. Sponsor is not responsible for lost, late, illegible, misdirected, incomplete or garbled entries, for those who cannot access the Internet or cannot click-through for any period of time or if entry is not captured correctly, or for any technical, hardware, software, telephone, Internet, virus contamination, network, human error, including errors by Sponsor’s employees/agents in handling information, electronic malfunctions, force majeure or any other problems; and for delay, failure or malfunction for any reason. Sponsor assumes no liability for damage caused to entrant’s or any other person’s/entity’s computer hardware, software or communications network, regardless of cause. Sponsor reserves the right to terminate/cancel or modify the Contest or disqualify any entrant if, in Sponsor’s sole judgment, it determines that the integrity or fairness of the Contest has been, or could be, compromised or that the Contest is not capable of running as planned or fairly, including infection by computer virus, bugs, tampering, unauthorized intervention (hacking), fraud, technical failures, force majeure or any other cause. Should this Contest be terminated/cancelled, the Prize may not be awarded.
8. By entering this Contest, an entrant explicitly releases, discharges and holds harmless the Contest Entities and their shareholders, successors, estates and assigns, one and all, from any and all liability, actions, causes of action, damages, actual, incidental or consequential, claims and demands whatsoever in law or equity, including all “costs”, which s/he now has or may acquire, by reason of any personal injury, death, loss of or damage to property, or any reason, occurring during or arising out of his/her participation in the Contest and the acceptance and use or misuse of a prize. By accepting the prize, winner waives the right to a) assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize, and b) claim any liability (including attorney’s fees and costs) which might arise from redeeming or seeking to redeem said prize (including any travel related thereto). The right to receive the prize is non-assignable and non-transferable and no prize substitution, transfer or exchange will be

allowed except by Sponsor. A prize or prize notification that is returned as undeliverable will disqualify the winner and the next highest expert-voted entry will be chosen to receive the prize, providing s/he complies, will these Official Rules.

9. **All federal, state and local laws and regulations apply.** If any provision of the Contest shall be deemed to violate any federal, state or local law, regulation or ordinance, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. If Sponsor is required by applicable federal, state or local law, regulation or ordinance, or by action of an administrative agency to cease offering the Contest in any jurisdiction, Sponsor reserves the right to (i) terminate the Contest in such jurisdiction in its entirety, and/or (ii) cancel and remove from participation in the Contest any and/or all entries from entrants residing in such jurisdiction, without penalty and without obligation to any Contest entrants. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. **All taxes are winners' responsibility and a 2018 or 2019, as it may apply, IRS form #1099 will be issued to a prizewinner for the value of the prize.**
10. Contest Entities and all production and hosting agencies shall not be responsible for technical, pictorial, typographical or editorial errors or omissions in any marketing materials or these Official Rules. This Contest is conducted in American English.
11. Except where prohibited by law, by entering the Contest, as a condition of participating in this Contest and winning a prize, you agree to the use by Sponsor and its designees of your name, photograph, likeness, statements, biographical information (except address, phone number or email address), voice and city and state address for advertising and promotional purposes for this and similar promotions, worldwide, and in perpetuity, in any and all forms of media, now known or hereafter devised without additional compensation, review or approval rights, notification or permission.
12. **All data is located and processed outside of the USA in the United Kingdom by Streetbees.com and as such adheres to EU regulations concerning privacy. You may find the privacy policy of the Administrator at www.themarketingagency.com/html/privacyPolicy.html.** Information to be provided pursuant to Article 13 of, Regulation (EU) 679/2016 (the General Data Protection Regulation, GDPR). Personal data provided voluntarily will be processed, primarily using electronic methods and analysis tools, including for statistical analysis, by Streetbees.com Limited, 100 Cannon Street, London, United Kingdom for completion of all stages relating to this contest. In addition, it will be processed so as to comply with administrative regulations and other general obligations imposed by current laws and by EU decisions, and stored for the period of time established by these regulations. It is obligatory to provide the data requested for the aforesaid purposes, and failing to do so will make it impossible to carry out management operations relating to the contest and to comply with legal requirements.
Subject to their express consent, the winners' data might be published via communications media, including on the internet, and in informational and promotional material in digital and paper form.
Storage of data for contest management will be limited to the period required to complete its individual phases and in accordance with the provisions of the relevant legislation.

Subsequently, the data will be anonymized to create statistical reports, and all identifying data will be destroyed.

The persons authorized for data processing are sales and marketing personnel, call center staff, and IT systems and data security personnel.

Pursuant to Articles 15–21 GDPR, by writing to the controller at their postal address or by email queenbee@streetbees.com, you may exercise your rights to consultation, modification, erasure and the right to be forgotten, the right to restriction of processing or to object to processing on legitimate grounds or for informational and promotional reasons, including via certain means of contact only (e.g.: email, landline and mobile phone, text message, by post). If not specific, the objection will be extended to all means of contact. Should you revoke your consent, which you may do at any time, it is understood that this shall not prejudice the legality of processing based on consent previously given or alternative mechanisms of consent provided by law. You also have the right to file a complaint with the supervisory authorities to enforce your rights. Again by writing to the postal address given above or by sending an email to queenbee@streetbees.com, you may request a full and updated list of those responsible for data processing. Lastly, you have the right to data portability, namely to receive your personal data in a structured, commonly used and machine-readable format and the right to transmit that data directly to another independent controller, so that the latter may process it within the limits you have set.

13. Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Contest or the prize awarded and all issues and questions concerning the validity, interpretation and enforceability of these Official Rules shall be resolved individually, without resort to any form of class action. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest and never shall include consequential, incidental or punitive damages, and in no event attorneys' or experts' fees. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above may not apply to you.
14. **For a Winners List** — available on or about July 29 2019 by writing an email queenbee@streetbees.com. The name will be available until about August 30, 2019. Winners will be also contacted by email.
15. This Contest is sponsored by Streetbees.com Limited, a company registered in England under company number 09177215 and whose registered office is located 100 Cannon Street, London, United Kingdom. and administered by TMACO, LLC, 2881 East Oakland Park Blvd., Suite 425, Fort Lauderdale, FL 33306

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