

OFFICIAL RULES 2014 – USBA #WHOIPROTECT Photo Contest

Important: Please read these Official Rules (“Rules”) before entering the USBA #WHOIPROTECT Photo Contest (the "Contest"). By entering, Contest, you agree to be bound by these Rules.

NO POLICY QUOTE OR APPLICATION NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

CONTEST PERIOD: Entries begin Friday, September 5, 2014 at 12:01 a.m. (CST) and voting ends at 11:59 p.m. (CST) on Tuesday, September 30, 2014.

ELIGIBILITY: The Promotion is open only to residents currently residing in the United States (including DC), Puerto Rico, who are at least eighteen (18) years of age as of the date of their entry. USBA staff members or family of any USBA staff members may enter, but are not eligible to win.

HOW TO ENTER: To enter the Contest, take the following steps during the Entry period of September 5, through September 19, 2014:

- First, take or find a current photo of your loved ones, demonstrating who you protect.
- Visit the USBA Facebook Contest page and enter via the form provided including your email address, then upload and caption your photo.
- Or use Twitter or Instagram to post your photo using both “USBA” and the hashtag #WhoIProtect in your message.
- Entries will display on the USBA Facebook Contest “Vote” page through the voting period (see “WINNER SELECTION” below for more details).

PHOTO GUIDELINES: Photos are not required to express military affinity, but it is highly encouraged. Photo submissions are eligible for the contest at the sole discretion of USBA. Photos deemed inappropriate by USBA will be automatically disqualified

WINNER SELECTION: On or about October 3, 2014, USBA will select a Grand Prize Winner from all eligible entries, based on the number of votes. Voting period for the general public will begin on Saturday September 20 and conclude on September 30 at 11:59 PM CST. Photo receiving the highest numbers of votes will receive \$500 and be featured as the cover photo on USBA’s Facebook page throughout the month of October. Photos with the 2nd and 3rd highest number of votes will be selected as runners-up and receive \$250 each.

Only one entry per Facebook account is allowed. If there are multiple entries, the first entry will be accepted and all subsequent entries disqualified.

USBA will make up to two (2) attempts within three (3) business days to contact the Potential Winners by posting a message to the Potential Winners’ social media page, asking the entrant to contact USBA by email. Once contact is made with each Potential Winner, each will be required to verify their identity by confirming their full name, current residence (address), email address. If any Potential Winner does not meet the eligibility criteria or fails to respond to notification

attempts with required information, that entry will be disqualified and an alternate Potential Winner will be selected. All decisions by USBA relating to the Contest are final.

GENERAL CONDITIONS: USBA is entitled to interpret these rules as needed, and the decision of USBA is final.

GENERAL LIABILITY: Participants agree that USBA shall not be responsible or liable for, and you hereby release the USBA from, any claims, losses, damages or injuries of any kind (including death, to persons, property (s) resulting, in whole or in part, directly or indirectly, from participation in the Contest or any Contest-related activity, or from acceptance, receipt, possession and/or use/misuse or inability to use a prize. USBA shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience or irregularity that may be caused or contributed to (a) by any wrongful, negligent or unauthorized act or omission on the part of any of their agents, servants, employees or independent contractors; (b) by any wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the USBA, or (c) by any other cause, condition or event whatsoever beyond the control of including postal service delays. Failure of USBA to enforce any provision herein shall not be deemed a waiver of such. USBA reserves the right to modify these Rules for clarification and/or administration purposes without materially affecting the terms and conditions of the Contest. USBA assumes no responsibility for computer problems that make it difficult or impossible for you to enter the Contest, or to respond to notifications. USBA reserves the right in its sole discretion to cancel, suspend, modify or amend this Contest, in its entirety or in part, for any reason, including should virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes corrupt the administration, security, fairness, integrity or proper play of the Contest. USBA reserves the right at its sole discretion to disqualify any individual it suspects to be tampering with the entry process or the operation of the Contest. If any part of these Rules is determined to be invalid or unenforceable pursuant to applicable law, then the invalid or unenforceable provision will be deemed superseded by a valid, enforceable provision that most closely matches the intent of the original provision and these Rules shall continue in effect.

DISPUTES: All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants or USBA in connection with the Contest shall be governed by and construed in accordance with the laws of the State of Kansas in the United States, without regard to conflict or choice of law provisions, or international treaties or conventions. Participants specifically agree to the venue and jurisdiction being exclusively in the federal and state courts situated in Johnson County in the State of Kansas, United States.

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