

UnityPoint Health® Insiders – MONTHLY CONTEST RULES & REGULATIONS

1. **CONTEST PERIOD:** This Contest starts on 1/1/22 and closes on 12/31/22 (the “Contest Period”). Contest Periods will run the course of a single calendar year. The Contest is sponsored by UnityPoint Health (the “Sponsor”). Alida (US) Inc. has been retained by the Sponsor to administer the Contest.
2. **ELIGIBILITY:** This Contest is open to all registered members of the UnityPoint Health Insiders Community and other individuals directly contacted by Sponsor and invited to participate in the study (“Entrants”). All Entrants must be individuals legally residing in the States of Iowa, Illinois or Wisconsin and who are the age of majority at the time of entry into the Contest. Alida (US) Inc. and Sponsor reserve the right to require proof of age and jurisdiction of residence prior to awarding any prize. If a minor is selected, the parent or legal guardian of the selected entrant must sign an affidavit, in order for their child to be declared the winner. The prize will be issued in the parent or legal guardian’s name. Agents and representatives of the Sponsor and its subsidiaries and affiliates, Alida (US) Inc. and its subsidiaries or affiliates and each of their respective advertising and promotion agencies are not eligible to win, nor are the parents, siblings and children of any such employee, agent or representative or any person with whom such employee, agent or representative is domiciled.
3. **PRIZES:** There are 12 monthly draws (the “Draws”) during the Contest Period (1 winner maximum per draw with a prize worth \$50; no changes to incentive schedule during year) and two flexible draws per year (not constrained by fixed draw requirements) and fulfillment of Alida (US) Inc. approved prizes. The prize will be awarded by a third-party incentives fulfillment provider (“Prize Provider”) in one of the following forms:
(i) direct secure online bank deposit; (ii) virtual VISA card; or (iii) any other option provided by Prize Provider. The Draws will occur on about 10 days of the last day of the preceding month (the “Draw Dates”). All winners will be notified by email within 15 days of the draw date and have two business days from notification to accept their prize via email. Two redraws maximum are allowed where prize remains unclaimed.
4. **HOW TO PARTICIPATE:** The Contest is offered electronically via the Internet. All Entrants who are registered members of the UnityPoint Health Insiders Community are automatically entered into the Contest. All other Entrants may enter the Contest by following the link in the Entrant’s invitation to the panel and completing the survey online. Completion of the survey is not required to enter the Contest.
5. **NO PURCHASE NECESSARY TO ENTER OR WIN:** Alternatively, Entrants may receive one (1) entry by legibly printing the Entrant’s name, street address, city, state, postal code, telephone number and complete email address, on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Alida (US) Inc. UnityPoint Health Insiders Community Monthly Contest, c/o 200 Granville Street, Mezzanine, Vancouver, BC V6C 1S4. All entries become the exclusive property of Alida (US) Inc. and will not be acknowledged or returned.
Please note the URL address of the survey is necessary to identify the specific Contest being entered. Mail-in entries that do not include the URL address will not be valid.
6. **CONTEST DRAW(S):** Draws will be held in Vancouver, British Columbia on each of the Draw Dates from all eligible entries received. Winners will be determined by random drawing from all eligible entries received by Alida (US) Inc. The odds of winning depend on the number of eligible entries received. The odds of an entry winning any Prize will be the same, whether the entry was automatically generated or by alternate means of entry.

7. **PRIZE AWARDING:** Prizes will be awarded only on verification by Alida (US) Inc. that all contest requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed, unless at the discretion of the Sponsor, which may substitute a Prize of comparable or greater value. No correspondence will be entered into except with selected Entrants at the email address listed on the Alida (US) Inc. systems, or on the mail-in entries. Alida (US) Inc. will notify the winner by email within fifteen (15) days of the Draw Date. The Winner will have two (2) business days from notification to accept the Prize by email. If a selected Entrant cannot be contacted within the allotted time Alida (US) Inc. reserves the right to void that entry and select another eligible Entrant for that Prize.

8. **CONTEST GENERAL RULES:** By entering the Contest, Entrants agree to abide by these Contest Rules and Regulations and the decisions of Alida (US) Inc., which are final.

9. **WINNERS LIST:** To obtain a copy of the winner list or a copy of the Contest Rules and Regulations, send your request to: UnityPoint Health Marketing and Communications at 1776 West Lakes Parkway Suite 400, West Des Moines, IA 50266. Requests must be received no later than 12/31/21 and must enclose a self-addressed stamped envelope.

10. **DISQUALIFICATION:** Neither the Sponsor or Alida (US) Inc. are responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Contest or the operation of the panel website or any other Alida (US) Inc. hosted website, as determined by Alida (US) Inc., in its sole discretion, will be disqualified. If disqualified for any of the above abuses, Alida (US) Inc. reserves the right to terminate the Entrant's eligibility to participate. In the event any portion of this Contest is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Alida (US) Inc., which in the sole opinion of Alida (US) Inc., corrupts or impairs the administration, security, fairness or proper entry into the contest, Alida (US) Inc. reserves the right, in its sole discretion, to suspend or terminate the Contest and to award Prize(s) to individual(s) selected at random from the pool of Entrants received up to the point of termination. In no event will more Prizes be awarded than those listed in the Contest Rules and Regulations.

11. **TAX INFORMATION:** Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.

12. **APPLICABLE LAWS:** This Contest is subject to all applicable state, federal and municipal laws. Void where prohibited or restricted by law.

13. **PRIZE DISCLAIMER:** Alida (US) Inc. shall not be responsible or liable to Entrants for any losses, damages or costs incurred as a result of Entrants entering the Contest or use of a Prize won in connection with this Contest or the failure by the Sponsor to deliver the Prize to the winner in accordance with the Contest Rules and Regulations. By participating in the Contest, each Entrant agrees to release and hold harmless the Sponsor, its employees, officers, directors, shareholders, agents, representatives of the Sponsor, its parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, successors or assigns and Alida (US) Inc. and its employees, officers, directors, shareholders, agents, representatives of Alida (US) Inc., its parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, successors or assigns from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest or resulting from acceptance, possession, or use of any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. Any Prize awarded will be delivered by the

Sponsor, Alida (US) Inc. or by a third party retained by the Sponsor or Alida (US) Inc. for the purpose of fulfilling the prize (in which case the Entrant consents to the disclosure of his/her name, address and such other personal information as is required for the limited purpose of delivering the prize to the winner).

14. DATE PROTECTION NOTICE: Entrants' personal information is protected by the UnityPoint Health Insiders Privacy Policy. That policy can be found at www.unitypointhealthinsiders.org labeled "Privacy Policy."