
Braven Health 2024
BRAVEN HEALTH 2024 CONSUMER PANEL
INCENTIVE OFFICIAL RULES & REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN.

1. **INCENTIVE PERIOD:** The Braven Health Consumer Online Panel Incentive (the Incentive) starts on **January 1, 2024**, and closes at 11:59:59 P.M., Pacific Time on **December 31, 2025** (the Incentive Period). The Incentive consists of (a) monthly drawings for a 12month period, beginning on **January 1, 2024**, and ending on **December 31, 2025** (each, a Monthly Drawing). See below section titled INCENTIVE ENTRY DEADLINES for details. The Incentive is sponsored by Braven Health, with offices at Three Penn Plaza East, Newark, NJ 07105. Alida (US) Inc. has been retained by Braven Health to administer the Incentive. Braven Health is and shall remain solely responsible for the delivery of the Prize(s) to the winner(s).
2. **ELIGIBILITY:** This Incentive is open to all registered Braven Health Consumer Online Panel (Entrants). All Entrants must be 18 years of age or older at the time of entry into the Incentive. Employees, agents and representatives of Alida (US) Inc. and its subsidiaries or affiliates, its advertising and promotion agencies, and any employee of local, state or federal government 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 will be one (1) drawing per each Monthly Drawing as further set forth below.
Each drawing will award one (1) \$15 gift card, Prize winner's choice of either a Dunkin' Donuts, Panera Bread or Subway gift card. Individual winnings may not exceed \$75 per Braven Health member annually. Each drawing will be made on or about the first business day following the Entry Deadline for the respective Monthly Drawing. See below section titled INCENTIVE ENTRY DEADLINES for details.
4. **HOW TO PARTICIPATE:** The following methods of entry apply to the Monthly Drawings:
(1) Survey: Entrants who complete an online survey during the Incentive Period will be automatically entered into the random incentive drawing. See below section titled INCENTIVE ENTRY DEADLINES for details. Entrants will receive one (1) entry for every survey completed during the Incentive Period.

Alternate Means: Completion of Braven Health Consumer Online Panel Surveys is not required to enter each Incentive. Entrants may receive one (1) entry by legibly printing the

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Entrant's name, street address, city, state, zip code, telephone number, complete email address on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to Attention: *Talk to Us*

Panel Incentive, Alida (US) Inc., 200 Granville Street, MZ, Vancouver, BC, V6S 1S4. All entries become the exclusive property of Alida (US) Inc. and will not be acknowledged or returned. Entries must be received during the Incentive Period. See below section titled INCENTIVE ENTRY DEADLINES for details.

INCENTIVE ENTRY DEADLINES:

Monthly Sweepstakes Period	Entry Deadline	Draw Date (approximate)
#1: 1/1/24-1/31/24	1/31/24	2/2/24
#2: 2/1/24-2/29/24	2/29/24	3/2/24
#3: 3/1/24-3/31/24	3/31/24	4/2/24
#4: 4/1/24-4/30/24	4/30/24	5/2/24
#5: 5/1/24-5/31/24	5/31/24	6/2/24
#6: 6/1/24-6/30/24	6/30/24	7/2/24
#7: 7/1/24-7/31/24	7/31/24	8/2/24
#8: 8/1/24-8/31/24	8/31/24	9/2/24
#9: 9/1/24-9/30/24	9/30/24	10/2/24
#10: 10/1/24-10/31/24	10/31/24	11/2/24
#11: 11/1/24-11/30/24	11/30/24	12/2/24
#12: 12/1/24-12/31/24	12/31/24	1/2/25
#13: 1/1/25-1/31/25	1/31/25	2/2/25
#14: 2/1/25-2/28/25	2/28/25	3/2/25
#15: 3/1/25-3/31/25	3/31/25	4/2/25
#16: 4/1/25-4/30/25	4/30/25	5/2/25
#17: 5/1/25-5/31/25	5/31/25	6/2/25
#18: 6/1/25-6/30/25	6/30/25	7/2/25

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#19: 7/1/25-7/31/25	7/31/25	8/2/25
#20: 8/1/25-8/31/25	8/31/25	9/2/25
#21: 9/1/25-9/30/25	9/30/25	10/2/25
#22: 10/1/25-10/31/25	10/31/25	11/2/25
#23: 11/1/25-11/30/25	11/30/25	12/2/25
#24: 12/1/25-12/31/25	12/31/25	1/2/26

Braven Health and Alida (US) Inc., and each of their respective agencies, affiliates, parents, subsidiaries and their promotional partners, sales representatives, distributors, directors, officers, employees, agents, assigns, and successor-in-interest and any advertising, promotion or other vendor agencies involves in this Incentive are NOT responsible for any lost, late, delayed, or misdirected entries, or the marketing or fulfillment of the Incentive.

5. INCENTIVE DRAW(S): Draws will be held in Vancouver, British Columbia, on each of the Draw Dates from all eligible entries received by the Entry Deadline. 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.
6. PRIZE AWARDING: Winner will be notified by email within 15 days of the Draw Date. Prizes will be awarded only on verification by Alida (US) Inc. that all Incentive 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 Braven Health, 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. The winner will have seven (7)

calendar days from notification to accept the Prize by email. Alida (US) Inc. and Braven Health are not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify the winner. If a selected Entrant cannot be contacted within the allotted time or is not in compliance with these Official Rules and Regulations, Alida (US) Inc. reserves the right to void that entry and select another eligible Entrant for that Prize. In order to be declared an official winner, the selected Entrants will be required to complete and return the web-based Winner Notification Survey (the Survey) within seven (7) days of receipt of such form. If a selected Entrant fails to complete and return the Survey to Alida (US) Inc. within seven (7) days, Braven Health reserves the right to void that entry. If the entry is so voided, Alida (US) Inc. shall select another eligible Entrant for that Prize, and

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continue to do so for up to two (2) additional selections until a winner is determined. In the event a winner is not determined, Alida (US) Inc. reserves the right to not award that Prize. By completing and returning the Survey, the Entrant (i) confirms compliance with these Incentive Official Rules and Regulations, (ii) and releases and forever discharges Braven Health, its affiliates and subsidiaries, Alida (US) Inc., its affiliates and subsidiaries and their respective advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize. The gift card will be issued to the official winner and delivered via email within six (6) to eight (8) weeks of receipt of the fully completed Survey.

7. **INCENTIVE OFFICIAL RULES:** By entering the Incentive, Entrants agree to abide by these Incentive Official Rules and Regulations and the decisions of Alida (US) Inc. and Braven Health, which are final.
8. **WINNERS LIST:** To obtain a copy of the Incentive Official Rules and Regulations, send your request to: Alida (US) Inc., *Talk to Us* Panel Incentive Winners List, 200 Granville Street, MZ, Vancouver, BC, V6S 1S4. Requests must be received no later than **January 15, 2025** and must enclose a self-addressed stamped envelope.
9. **DISQUALIFICATION:** Neither Braven Health nor Alida (US) Inc. is 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 Incentive or the operation of the Braven Health Consumer Online Panel 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. Any attempt by any person to deliberately undermine the legitimate operation of the Incentive may be a violation of criminal and civil law, and should such an attempt be made, Braven Health reserves the right to seek damages from any such person to the fullest extent permitted by law. Braven Health's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In the event any portion of this Incentive 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 Incentive, Alida (US) Inc. reserves the right, in its sole discretion, to suspend or terminate the Incentive and to award Prize(s) to individuals 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 Incentive Official Rules and Regulations.

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10. **TAX INFORMATION:** Liability for any applicable taxes, including without limitation any income taxes, imposed by any government on any Prize won is the sole responsibility of the winner of such Prize.
11. **APPLICABLE LAWS:** This Incentive is subject to all applicable federal, state and county laws. Void where prohibited or restricted by law.
12. **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 Incentive or use of a Prize won in connection with this Incentive or the failure by Braven Health to deliver the Prize to the winner in accordance with the Incentive Official Rules and Regulations. By participating in the Incentive, each Entrant agrees to release and hold harmless Braven Health and Alida (US) Inc. and their respective employees, officers, directors, shareholders, agents, representatives, parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Incentive 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 Braven Health, Alida (US) Inc. or by a third-party retained by Braven Health 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).

13. **DATA PROTECTION NOTICE:** Entrants' personal information is protected by Braven Health's Privacy Policy. Braven Health's Privacy Policy can be found at the bottom of the survey page labeled Privacy Policy and by logging onto Braven Health's website at <https://bravenhealth.com> and selecting *Privacy Policy*.
14. **DISPUTES:** Entrant agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Incentive, other than its administration, shall be resolved individually, without resort to any form of class action, and exclusively by a court having competent jurisdiction located in Essex County, NJ; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred but in no event may such costs include attorneys' fees; and (c) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the Entrant, Alida (US) Inc. and Braven Health in connection with the Incentive, shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law

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rules. If any of the provisions of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force.

AMENDMENTS: Braven Health reserves the right to change, suspend or discontinue any aspect of the Incentive at any time. The Official Rules and Regulations may be amended at any time by posting the amended Official Rules and Regulations on **Talk to Us.com**. The amended Official Rules and Regulations shall be effective immediately upon posting to **Talk to Us.com**, or as indicated in the amended Official Rules and Regulations.

By accepting or using a gift card, winners agree to be bound by the respective terms, conditions and restrictions applicable to such gift card.

Alida (US) Inc., Dunkin' Donuts, Panera Bread and Subway are independent from and not affiliated with Braven Health.

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