

## OVERVIEW

Healbe's "Show Us Your GoBe" Contest is designed to inspire new GoBe users to achieve their goals and spotlight our most valuable fans! You don't have to be a fitness guru to enter this contest, we just want to see how you are using your GoBe to find your balance and live a healthier life. We encourage everyone to look through our contest entries to get inspired! Submission period for this contest runs from June 29th to July 14th, 2015.

## CRITERIA

Images submitted must adhere to the following criteria to be accepted:

- The photograph must be original content.
- The photograph must show a person wearing their Healbe GoBe.
- The photograph must not contain rude, inappropriate, or offensive content.
- Participant must provide a short caption along with their photo submission saying why they enjoy using their GoBe or tell about the positive experience they have had with their GoBe.

## ELIGIBILITY

- Employees of Healbe GoBe and their immediate families are not eligible to enter contest.
- This contest is void where prohibited.
- Contest is open to legal residents of United States (including Washington D.C.), who are 18 years or older at the time of entry. This Contest is void where prohibited by law.

## ENTRY DETAILS

- The contest is 'open submission.'
- One entry per person.
- There is no entry fee.
- Healbe, not Facebook, is the sponsor of this contest. To register and enter this contest you must adhere to these rules:
  - Entrants must be at least 18 years of age to participate.
  - Images must have been taken by submitting photographer and photographer must own copyright to image.
  - All images must follow the criteria as stated above.
  - All images must be submitted through the official contest website.
  - Photographs may be submitted by users from any country in the world, except where prohibited by law.
  - An official digital submission entry form must be completed with each entry.
  - Upon request, photographers must include a model release or property release for all photographs submitted. If the subject of a photograph is a minor (under the age of 18), photographer must provide a written release from the parent or legal

guardian of the minor. Written model release to be e-mailed to [gobe@healbe.com](mailto:gobe@healbe.com). Failure to provide such release upon request will result in disqualification.

- Inappropriate submissions will disqualify the entrant from the contest. By inappropriate, we mean images that contain nudity, profanity, acts of violence, and/or drug paraphernalia.
- We reserve the right to remove any photo deemed inappropriate, solely at our discretion.
- Healbe claims the right to adjust or end the contest at any time, for any reason.
- Healbe claims the right to investigate possibilities of cheating or tampering with the contest before a winner is determined.
- All decisions by the Healbe “Show Us Your GoBe” Contest judges are final.
- By submitting an image in this contest, the photographer is agreeing to these Rules.

### SUBMISSION OF PHOTOGRAPHS / SPECIFICATIONS

- The submission phase takes place between June 29th and July 14th, 2015 at 11:59 pm EDT.
- All photos must be submitted during this period.
- Once a photograph has been submitted, it is final and may not be replaced by another photograph.
- Please consider your submission wisely.
- Photos must have been taken by person entering contest.

### JUDGING FORMAT

- Contest submitters & People that choose not to submit are eligible to vote.
- The voting period will be open from June 29th and July 17th, 2015 at 11:59 pm EDT.
- Once the submission period ends on July 14th, 2015 at 11:59 pm EDT, the ten (10) images with the most votes (finalists) will be judged by the Healbe GoBe Marketing Team.
- Contest Judges will select the three (3) most creative and inspiring finalists to receive prizes.

### PRIZES

There will be three (3) winners in total.

The **Grand Prize** winner will be featured in our next advertising campaign, become a Healbe GoBe brand ambassador, and receive five (5) Healbe GoBe devices. We will use your image in a Facebook, Twitter, and Instagram post to inspire others within the Healbe GoBe community to “GoBe Active” and live their best, healthiest life!

The **Second Place** winner will be featured in our next advertising campaign, become a Healbe GoBe brand ambassador, and receive three (3) Healbe GoBe devices. We will use your image in a Facebook, Twitter, and Instagram post to inspire others within the Healbe GoBe community to “GoBe Active” and live their best, healthiest life!

The **Third Place** winner will be featured in our next advertising campaign, become a Healbe GoBe brand ambassador, and receive one (1) Healbe GoBe device. We will use your image in a Facebook, Twitter, and Instagram post to inspire others within the Healbe GoBe community to “GoBe Active” and live their best, healthiest life!

## PRIVACY POLICY

Healbe GoBe recognizes its obligation to its customers and online visitors to adhere to the highest standards of decency and integrity in all its operations, including its handling of customers and online visitors personal information.

Healbe GoBe is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

This policy is effective from the 24th of June 2015.

## GATHERING AND USE OF INFORMATION

Healbe GoBe only collects personal information (name, address, telephone number etc.) from our visitors on a voluntary basis, meaning you choose whether not to provide us with this information.

We collect this personal data to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may periodically send promotional email about new products, special offers or other information we think you may find interesting using the email address you have provided.
- We may use the information to customize the website according to your interests.

You do not have to provide us with any of this information unless you wish to access a member’s only area of the site. Additionally, if you wish to enter one of our online competitions, we will require your personal information so that we can send your prize to you should you win.

Additionally, where email addresses are provided by online visitors they are stored to prevent abuse and spamming of our email systems. Healbe GoBe will make no other use of these email addresses.

We will not pass your email address or any other personal information that you provide to us to any third parties unless required to do so by law, or where such third parties process the information on Healbe GoBe's behalf.

All entrants in the "Show Us Your GoBe" contest agree to give Healbe GoBe the rights to their image. Please note that all submitted images will be loaded onto Healbe's Contest Page to be viewed and commented on by the public. The winners' images will be revealed on the Healbe Facebook, Twitter, and Instagram pages. All contest image submissions will be archived for approximately two years on the Healbe Contest page and will be visible to the public. By submitting an image in the "Show Us Your GoBe" contest, the submitting photographer grants Healbe a license to utilize the image in future digital marketing campaigns. Healbe also reserves the right to use one of the submitted images in other ways not associated with the photo contest (website homepage, print ads, brochures, etc.)

Entrant acknowledges and agrees that his or her personal data contained in the Submission form will be registered in electronic format by methods of automated data processing by Healbe. Entrant agrees that such personal data will only be used in connection with the Healbe Photo Contest as a means of communicating directly with the entrant or to announce the release of future Healbe photo contests. Unless entrant chooses to receive further communication from Healbe, Healbe will delete all personal data upon the Entrant's written request for deletion of his/her data. Written requests can be sent to [gobe@healbe.com](mailto:gobe@healbe.com).

All images submitted for consideration in the Healbe "Show Us Your GoBe" may be used by the company in future advertising endeavors. All submitted images will be loaded onto the Contest Page to be viewed and commented on by the public. Contest winners' images will be revealed on Healbe's Facebook, Twitter, and Instagram. Contest entries will be displayed on the Contest Page for approximately two years following end of contest. All contest image submissions will be archived for approximately two years on the Contest page and will be visible to the public. By submitting an image in the Healbe "Show Us Your GoBe" contest, the entrant grants Healbe a license to utilize the image in future social media posts and digital marketing campaigns. If Healbe chooses to use one of the submitted images in other ways not associated with the photo contest (website homepage, print ads, brochures, etc.), usage rights will be negotiated directly with the photographer.

Submitting photographers must own all rights to any photographs entered in this contest. By submitting an image, the photographer represents and warrants that he/she owns the copyright to the image and that such submission does not infringe any third-party rights or other rights protected by law.

## WHAT WE COLLECT

We may collect the following information:

- Name and date of birth
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer event, offers and surveys

## SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

For more information about cookies generally and how to manage them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## GOOGLE ANALYTICS

The Healbe GoBe website use Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on their servers. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and Internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in this manner.

## **LINKS TO OTHER WEBSITES**

Healbe GoBe sites may contain “links” to other sites. We cannot be responsible for the privacy policy and practices of any other sites that you link from the Healbe GoBe sites and we recommend that you check the privacy policy of each site and contact its owner or operator if you have any concerns.

## **MODIFICATIONS TO THIS POLICY**

As the Internet evolves, our policy will change with it. Please check back periodically to see changes and additions.

## **MISCELLANEOUS**

The invalidity of one or more provisions in these rules shall not affect the validity of the rest of this document. The void or ineffective provision shall be replaced by Healbe by such provision that best legally and economically approximates to the purpose of the void one. The contest, submissions thereto, and these rules are subject to law.

Woobox Photo Contest Supports hashtag entries via Twitter, Instagram, and Facebook – allowing us to leverage all mediums for maximum coverage. The entry form, which will be on Facebook, includes content that further explains the offer and provides a space where users can input and submit any required fields. Woobox allows you to add form fields to collect any additional information you want from the user, or use a custom HTML form for more customization. Some of the helpful features that we will be using are: age restriction, opengraph action sharing, one per customer, video contests for Facebook pages, satisfy

Facebook's policies, manual or automatic entry approval, custom form fields, mobile compatible, customize, caption support, comment support, voting and submission periods, collect email addresses, embed on your website, HTML entry forms, and translate features.

## **CONTACT**

If at any time you would like to contact us with your views about our privacy practices, or with an enquiry relating to any personal information that you have provided to us, you can do so by sending an email to us at [gobe@healbe.com](mailto:gobe@healbe.com).