

## Poutinerie by Air Canada, Ticket Giveaway Sweepstakes Campaign

If you wish to enter the contest, “Poutinerie by Air Canada, Ticket Giveaway Sweepstakes Campaign” (hereinafter the “Campaign”), sponsored by Air Canada (hereinafter the “Company”), you must first read and agree to all of the following contest rules, and complete your entry. Customers under 15 years of age require prior agreement from guardians or must go over the rules with guardians and agree to the rules. Agreement from any customer under 15 years of age is considered to have been provided with agreement from guardians.

### **[How to Enter]**

- This Campaign is not sponsored by Twitter or Instagram.
- You must have the Twitter/Instagram app for smartphones and an user account.  
Please note that even if you win a prize, you forfeit the prize if you delete the user account during the contest.
- You can download the Twitter/Instagram app for iPhone from App Store and for Android from Google Play. You are responsible for any data charges incurred by downloading and using the app.
- To enter the contest, you need to follow the Twitter account specified by the Company [@aircanada] on Twitter and the Instagram account specified by the Company [@aircanada] on Instagram.

Please note that even if you win a prize, you forfeit the prize if your Twitter/Instagram account name has been changed or if you unfollow our accounts. Please also note that user accounts that are set to private will be disqualified, as photos cannot be verified.

- When making a photo submission (entry), be sure to add hashtags specified by the Company [#aircanada] to your comment.
- When making a photo submission (entry), be sure to mention or tag the Company's account [@aircanada].
- You may make as many photo submissions (entries) as you wish.
- If you edit submitted images or add the specified hashtags by adding a comment to submitted images after the contest period, the images will be disqualified. If you are entering an image you have previously submitted, please add the specified hashtags and resubmit the image.
- Air Canada employees and associates may not enter the contest.

### **[Photo Entries]**

Please follow the Campaign details and contest rules to make photo submissions (entries).

Any of the following photo submissions (entries) will be disqualified.

- Those in opposition or irrelevant to the aim of the Campaign.
- Those in violation of Twitter/Instagram Terms of Use.
- Those in violation of public order, with a particular political or religious agenda, or tied to one's own or third party's business.
- Those that infringe on third party's copyright, trademark right, the right of publicity or other rights.
- Contest entrants acknowledge that the Company does not assume responsibility whatsoever in the event of a dispute, etc. arising between an entrant and a third party over the copyright or other rights to a photo entry or subject matter, and the entrant shall take full responsibility for the action and the costs associated with resolving such dispute, etc.

### **[Use of Photo Entries]**

Entrants grant the Company a worldwide royalty-free right to use (the right to make copies, display, print, publish, present, distribute, screen, publicly transmit, adapt, etc.) their photo entries for the following uses.

1. Result presentations/future announcements for photo contests that the Company and others sponsor
2. Websites, official SNS accounts, events/trade shows (including the facilities, etc.), printed materials, promotional materials and advertisements, among others, that the Company and others manage, use, sponsor or

## Poutinerie by Air Canada, Ticket Giveaway Sweepstakes Campaign

participate in

3. Marketing and other activities the Company and others engage in

\*The Company and others may use modified or otherwise altered photo entries. Additionally, the Company and others may use photo entries with the entrants' user accounts/comments displayed, partially displayed or not displayed. In such cases, the entrants shall not make a claim of rights against the Company based on moral rights.

### **[Winning/Prize Delivery]**

- Prize winners will be contacted by a Direct Message on Twitter/Instagram.
- The prizes, duration and other Campaign details are subject to change without notice.
- While you may submit multiple entries, you are entitled to win once during the campaign period.
- In the event a winning entry is determined to have been submitted by a Campaign associate, it will be invalidated.
- The winner's right belongs to the winner and is nontransferable and not exchangeable for cash.

### **[Disclaimer]**

The Company accepts no liability whatsoever for any damage or loss incurred by users by the use or suspended use of, or inability to use this Campaign. Furthermore, the Company assumes no responsibility whatsoever regarding the Campaign's profitability/suitability for particular purpose and result of use of the Campaign by users. Users shall use the Campaign at their own risk.

### **[Handling of Personal Information]**

- Personal information provided by prize winners will only be used to deliver the prizes and contact/communicate with the prize winners, and will not be disclosed/provided to third parties, excepting those contracted to do work, without their prior approval (unless disclosure is required by law).
- Personal information provided by prize winners will be duly destroyed upon completion of the Campaign.
- Please refer to Air Canada's Privacy Policy for the handling of collected personal information.

<https://www.aircanada.com/poutineriebyaircanada>