

## Henry Ford Insights Official Sweepstakes Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

- 1) **Eligibility:** The Sweepstakes is open to all registered members of the Henry Ford Insights community (“**Entrants**”). All Entrants must be legal residents of the state of Michigan who are at least eighteen (18) years old at the time of entry. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited by law. Participation constitutes Entrant's full and unconditional agreement to these Official Rules, and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- 2) **Sponsor:** Henry Ford Health System, 1 Ford Place, Suite 3B, Detroit, MI 48202.
- 3) **Administrator:** Alida Communications Inc., 200 Granville Street, Mezzanine Floor, Vancouver, BC, V6C 1S4 Canada.
- 4) **Timing:** The 2021 Henry Ford Insights Sweepstakes begins on January 1, 2021 at 12:00 a.m. EST and ends on December 31, 2021 at 11:59 p.m. EST. The sweepstakes is split into time periods (each a “**Period**”) as defined below.
  - a. Period I: Entries received between January 1, 2021 12:00 a.m. EST and March 31, 2021 11:59 p.m. EDT; Draw within ten (10) business days of April 1, 2021
  - b. Period II: Entries received between April 1, 2021 12:00 a.m. EDT and June 30, 2021 11:59 p.m. EDT; Draw within ten (10) business days of July 1, 2021
  - c. Period III: Entries received between July 1, 2021 12:00 a.m. EDT and September 30, 2021 11:59 p.m. EDT; Draw within ten (10) business days of October 1, 2021
  - d. Period IV: Entries received between October 1, 2021 12:00 a.m. EDT and December 31, 2021 11:59 p.m. EST; Draw within ten (10) business days of January 2, 2022  
Administrator’s computer is the official time-keeping device for the Sweepstakes.
- 5) **How to Enter:** Community members are automatically entered into the Sweepstakes each time they complete a survey. Multiple entries in each Period are possible if multiple surveys are completed within a Period.
- 6) **Alternate Means of Entry:** Members can also enter the Sweepstakes by mail, in lieu of survey completion. To enter by mail, send a piece of paper with the following information printed legibly: Member’s first and last name, street address, city, state, zip code, telephone number and email address. Send to: Henry Ford Insights Sweepstakes, Alida Communications Inc., 200 Granville Street, Mezzanine Floor, Vancouver, BC, V6C 1S4 Canada. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. Entry must be received during Sweepstakes Period. For each Period, one (1) entry will be permitted by alternate means and cannot be combined with any other entries.
- 7) **Prizes:** For each Period there will be a random draw for a \$300 Amazon e-gift card (the “**Prize**”). Prize amount will be in US dollars. No substitutions except at Sponsor’s option. Sponsor reserves the right, in its sole discretion, to substitute any Prize with a prize of equal or greater value. Winner agrees to accept the Prize "as is." Prize winner will be solely responsible for all federal, state, and/or local taxes, and for any other fees or costs associated with the Prize(s) he/she receives. Prize winner may be required to provide Sponsor with a valid social security number or social security number before the Prize will be awarded for tax reporting purposes.
- 8) **Winner Selection Process:** For each Period, one eligible Entrant will be selected by random draw from among all eligible entries received during the Period in accordance with these Official Rules. Draw will be held within ten (10) business days following end of Period, excluding holidays. The odds of winning depend on the number of eligible entries received during the Period in accordance with these Official Rules. Non-winning entries do not carry over into future Periods.

9) **Winner Notification Process:** Selected Entrants will be notified via the email address listed in the Henry Ford Insights member database, or provided on the mail-in entries. After each draw, the Administrator will notify the randomly selected Entrant by email within five (5) business days. **Selected Entrant will have up to ten (10) days from notification to accept the Prize.** Entrant will be required to complete a web-based Winner Notification Survey in order to accept Prize. By completing the Winner Notification Survey, Entrant: (i) confirms compliance with these Official Sweepstakes Rules (the "**Official Rules**"); (ii) acknowledges acceptance of the applicable Prize (as awarded); (iii) to the greatest extent permitted by law, releases, discharges, and hold harmless the Sponsor and Administrator and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "**Released Parties**") from any and all liability, claims, losses, and damages arising out of or relating to their participation in this Sweepstakes or the acceptance, use, misuse, or possession of any prize received in this Sweepstakes; and (iv) agrees (except where prohibited by law or regulation) to the publication, reproduction and/or other use of the selected Entrant's first name and city of residence, without further notice or compensation, in any publicity or advertisement carried out by the Sponsor in any manner whatsoever, including print, broadcast or the internet.

Selected Entrant will not be confirmed as Winner until Winner Notification Survey is completed in its entirety. Prize will be sent by email to Winner within eight (8) weeks of confirmation.

If a selected Entrant cannot be contacted or fails to complete the Winner Notification Survey within the specified time, or if the winner does not otherwise comply with these Official Rules and/or cannot accept the Prize as awarded for any reason, then the selected Entrant will be disqualified (and will forfeit all rights to the applicable Prize) and the Administrator reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible Entrant from among the remaining entries that were eligible for the same draw (in which case the foregoing provisions of this section shall apply to such newly selected Entrant). Up to two (2) alternate drawings will be held during each Period, after which the Prize will remain un-awarded if a Winner is not confirmed.

The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Sweepstakes (or to amend these Official Rules) in any way without prior notice or obligation, in the event of any technical or other problems, or in light of any other circumstances which, in the reasonable opinion of the Sponsor, affect the proper administration of the Sweepstakes as contemplated in these Official Rules.

Any attempt to deliberately damage any website or to undermine the legitimate operation of this Sweepstakes in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

10) **Disqualification:** If it is discovered by the Sponsor or Administrator (using any evidence or other information made available to or otherwise discovered) that any person has attempted to use multiple names, identities, email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Sweepstakes; then he/she may be disqualified from the Sweepstakes in the sole and absolute discretion of the Sponsor or Administrator. No third party entry or entry through a sweepstakes service is permitted. ANYONE DETERMINED TO BE IN VIOLATION OF THESE OFFICIAL RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

11) **General Conditions:** Except where prohibited by law or regulation, by participating, each Entrant hereby grants the Sponsor a perpetual, royalty-free license to use his/her first name and city of residence for promotional purposes, without Entrant's consent, review or approval, and each Entrant hereby waives any and all claims and/or rights to receive payment or consideration for Sponsor's use thereof.

All entries become the property of the Sponsor. The Released Parties are not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries (all of which are void).

Any automated computer receipt (such as a "thank you" message) does not constitute proof of actual receipt by Sponsor or Administrator of an entry for purposes of these Official Rules.

In the event of a dispute regarding who submitted an entry, entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of signing up for the Henry Ford Insights Community. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the entry in question.

- 12) **Limitation of Liability:** The Released Parties are not responsible for: (i) any incorrect or inaccurate information, whether caused by Entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (ii) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (v) late, lost, undeliverable, damaged or stolen mail; or (vi) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize.
- 13) **Disputes:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan. Any legal claims arising from or relating to the Sweepstakes and/or these Official Rules must be brought in the federal or state courts located in Detroit, Michigan.
- 14) **Personal Information:** Entrants' personal information is protected by [Henry Ford Insights Privacy Policy](#).
- 15) **Sweepstakes Results:** For Sweepstakes results and/or a copy of these Official Rules, send a hand-printed, self-addressed, stamped envelope to "Henry Ford Insights Sweepstakes Winner List/Rules, Alida Communications Inc., 200 Granville Street, Mezzanine Floor, Vancouver, BC, V6C 1S4 Canada.