



## CHANGE4LIFE™ [NEW REGISTRATON CAMPAIGN 2016 BONUS DRAWS] REWARDS PROGRAM RULES

Green Shield Canada / Change4Life™ Random Reward Draws (the “**Contest**”)

Change4Life website: [www.greenshield.ca](http://www.greenshield.ca) (the “**Website**”)

Contest Operators: Cookson James Loyalty Inc. (“**the Operator**”)

Contest Partners: Green Shield Canada / Change4Life (the “**Partner[s]**”)

Mailing Address: 3123 Walkers Line, Burlington, ON, L7M 0E1 (the “**Contest Address**”)

**Application.** These rules apply to weekly random reward draws (each a “**Contest**”) operated by the Change4Life health management incentive platform (administered by Cookson James Loyalty Inc.”) for the [New Registration Campaign 2016 bonus draws] Contest, for which specific rules have been developed. By winning a weekly random reward draw Contest, entrants agree to be bound by these rules, and will be deemed to have received and understood these rules.

**Eligibility.** The Contest is open to Canadians who are 18 years of age or older as of the date of entry in good standing in accordance with Green Shield Canada plan membership (“**entrants**”), that register for Change4Life during the define contest period (see **Challenge Period & Rewarding**). Employees, officers and directors of the Operator, its Partners, affiliates or representatives, any reward suppliers and Contest judges, and any individuals with whom the foregoing individuals reside, including family members (spouse, children, parents, siblings, etc.) are not eligible to participate in the Contest.

**Proof of Identity.** The Operator shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Operator for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Operator reserves the right, in its sole discretion, to disqualify any entrant should such entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

**Challenge Period & Rewarding.** Change4Life [New Registration Campaign 2016 bonus draws] runs from February 1, 2016 to April 10, 2016. One random draw held per week from all eligible new registrations on Change4Life during each week of the contest period. Weekly winners selected based new Change4Life registrations during the contest period defined as Mondays at 12:00 am to Sunday at 11:59 pm EST. Details of the reward(s) available to be won, the start and end dates, the start and end times, and any other relevant information will be identified at the time of the Contest by means of applicable promotional materials, via the Website, by the Operator’s and Partner’s representatives, and/or by means of any of the Operator’s and Partner’s official social networking efforts.

**How to Enter.** New Change4Life Registrations during the defined campaign period are automatically entered to win a prize.

**Draws.** Random draws will be made by a representative of the Contest from all qualifying new Change4Life registrations received during the contest week during the campaign period. A selected entrant will be disqualified and required to forfeit any claim on the Contest reward

*Note: Cookson James Loyalty Inc. manages the fulfilment and operation of the Change4Life Contest.*

if he or she cannot be reached within a reasonable time period as determined in the discretion of the Operator, the skill-testing question is incorrectly answered, or if these rules are not adhered to. Decisions and rulings of the Operator and/or its representatives (including, without limitation, Contest representatives) are final and binding without appeal in all matters related to the draws and the awarding of rewards.

**Conditions of Winning.** To be declared a winner, a selected entrant must correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question, be in full compliance with the Contest rules, and, in the discretion of the Operator, sign and return a release of liability and consent to publicity form (Reward Claim, Declaration and Release Form) and any other documentation as may reasonably be required by the Operator in its sole discretion.

**Reward Acceptance.** Rewards must be accepted as awarded and are not transferable, redeemable, refundable or exchangeable for cash and not replaceable if lost or stolen, except as may be determined by the Operator in its sole discretion. The Operator reserves the right to substitute a reward, in whole or in part, with a reward of at least equal value in the event of the unavailability, for whatever reason, of the advertised reward. A selected entrant may be required to provide proof of identification when claiming a reward or otherwise in connection with a reward draw to facilitate the administration of the reward draw and/or to ensure the accurate identification of a reward draw winner.

**Odds of Winning.** Odds of winning depend on the number of eligible new Change4Life registrations received for a particular week during the defined campaign period.

**Privacy.** By entering a Contest and for the sole purpose of the Operator's administration of the Contest, an entrant consents to the collection, use and disclosure of his/her personal information by the Operator in accordance with this [Privacy Policy](#). Online entrants may be given the option to receive commercial emails and/or other communications from the Operator or Partners; however, eligibility to participate in any Contest is not dependent upon an entrant's consent to receive any such emails and communications, and consenting to receiving such emails and communications will not impact an entrant's chances of winning. The Operator will not send informational or marketing communications to entrants, unless entrants expressly consent to receive such communications through an opt-in mechanism. Entrants may at any time opt out of receiving such materials by following the unsubscribe instructions provided at the bottom of any of these communications. Please consult the [Privacy Policy](#) referenced above for further information on how the Operator collects, uses, and discloses personal information.

Any questions or concerns with respect to communications from the Operator and/or Partners may be addressed to the [Partner's Chief Privacy Officer](#), whose contact particulars may be found in the Privacy Policy referenced above. Where an entrant elects to receive informational or marketing communications from a party other than the Operator, entrants understand and agree that his/her personal information will be shared with such other party for the purpose of facilitating the sending of informational or marketing communications, and entrants further understand and agree that personal information, as shared with the other party, will be subject to the other party's privacy policy and information handling standards and practices. In connection with reward fulfillment, the Operator may be required to provide an entrant's

personal information to another party, including, but not limited to, any Contest. By entering the Contest, entrants consent to such disclosure of personal information in connection with the foregoing, and entrants understand and agree that, should his/her personal information be provided to another party, his/her information will be subject to that party's privacy policy and information handling standards and practices. Entrants further acknowledge and agree that, where he/she enters a Contest by means of a third party service, any personal information that he/she share with, or by means of, such third party service may also be used by the applicable third party service in accordance with its own privacy policy.

**Release of Liability and Consent to Publicity.** By accepting a Contest reward, the winner: confirms compliance with the Contest rules; acknowledges that the reward is not transferable (except at the Operator's sole discretion) and must be accepted as awarded or otherwise except where stated; consents to the use of his/her city of residence, for publicity, advertising or informational purposes in any medium or format carried out by the Operator and/or advertising agencies regarding the Contest or the reward, without further notice or compensation; and releases the Operator and Partners, their affiliates, advertising and promotional agencies, the suppliers of materials, services, or rewards related to the Contest, and all of their respective shareholders, directors, officers, employees and agents (collectively the "Releasees") from and against all liability in connection with the Contest and/or the awarding and/or use of any Contest reward.

**Limitation of Liability.** The Releasees do not assume any responsibility and each entrant releases the Releasees from any and all claims, actions, damages, demands and liabilities of whatever nature or kind arising out of or in connection with the entrant's participation or attempted participation in the Contest and any related reward(s), including, without limitation the administration of the Contest, the selection and confirmation of any winners, and the arranging, awarding and use of any associated reward(s).

**Laws and Rules.** Except as otherwise set forth above, random reward draws will be run in accordance with these Contest rules, which are subject to amendment by the Operator and/or the Partner(s) without notice or liability to entrants. Contests are subject to all applicable federal, provincial and municipal laws and regulations. These rules are governed exclusively by the laws of the province in which entrants reside, and entrants submit to the exclusive jurisdiction of the courts of such province. Rights and remedies may vary by province.

**Cancel and Amend.** The Operator reserves the right to cancel, modify, or suspend any Contest or to amend the Contest rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason a Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, bug, corruption, security breach, or other cause beyond the reasonable control of the Operator, the Operator reserves the right to cancel or suspend the Contest and/or conduct a random draw from all previously received eligible entries.

**Rewards Provided "As Is".** Except as otherwise expressly warranted, any Contest reward is provided "as is" without further warranty of any kind.

**Conduct.** The Operator reserves the right, in its sole and absolute discretion, to disqualify without notice any entrant that it finds to be: violating these rules; tampering or attempting to



tamper with the entry process or the operation of the Contest or the Website; acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; or attempting to undermine the legitimate operation of a Contest. Any attempt by an entrant or any other individual to undermine the legitimate operation of a Contest may be a violation of criminal and/or civil laws. Should any such attempt be made, the Operator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution, and to ban or disqualify an entrant from the applicable Contest and any future Contests.

**Identity of an Entrant.** If a dispute arises regarding the identity of an online entrant, the entry will be deemed to have been submitted by the authorized account holder of the email address provided at the time of entry, provided the name of the authorized account holder corresponds with the full name on the entry form. The individual assigned to the email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address is considered the authorized account holder. A selected entrant may be required to provide proof that he or she is the authorized account holder of the email address associated with the selected entry. All online entries must be submitted from a valid email account. If the name of the authorized account holder does not accord with the full name on the entry form, the entry may be disqualified at the Operator's sole and absolute discretion.

*Last updated: January 15, 2016*