



OFFICIAL SWEEPSTAKES RULES AND REGULATION

Universal Studios Hollywood

The Secret Life of Pets: Off the Leash #PetParentShaming Social Media Sweepstakes
Official Rules

May 5, 2020

PRELIMINARY INFORMATION: No purchase necessary. The Secret Life of Pets: Off the Leash #PetParentShaming Social Media Sweepstakes ("Sweepstakes") begins at 8:00 a.m. PT on May 5, 2020 and ends at 11:59 p.m. PT on May 31, 2020 ("Sweepstakes Period"). All times in the Sweepstakes Period refer to Pacific Time ("PT"). Sweepstakes is open only to legal residents of the U.S. and D.C. (including Alaska, Hawaii, and Puerto Rico) who are eighteen (18) years of age or older at the time of entry.

ELIGIBILITY: Open only to permanent, legal U.S. and D.C. (including Alaska, Hawaii, and Puerto Rico) residents who are eighteen (18) years of age or older at the time of entry. Officers, directors, and employees of Universal City Studios LLC d/b/a Universal Studios Hollywood ("Sponsor", "Administrator" and "Prize Provider"), members of these persons' immediate families (spouses and/or parents, children, and siblings, and their spouses), and/or persons living in the same households as such persons (whether related or not) are ineligible to enter the Sweepstakes. Sponsor shall include Sponsor and their respective parent, subsidiary, and affiliate companies and administrative, advertising, and promotion agencies and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes. Void where prohibited or restricted by law.

To participate in the Sweepstakes via Instagram, Twitter or Facebook, an eligible entrant ("Entrant") must have an account on Instagram, Twitter, or Facebook (as applicable).

Entrants may create a Twitter account at no cost by visiting <https://twitter.com/> or by downloading the Twitter app on a compatible mobile device. Creation of a Twitter account requires an Entrant to agree to the Twitter Terms of Service (<https://twitter.com/tos/>) and Privacy Policy (<https://twitter.com/privacy/>). Due to the way Twitter operates its services, Entries (as defined below) from users with protected or private accounts (i.e., Entrant has set their account so that only people the entrant has approved can view their updates) may not be received.

Entrants may create an Instagram account at no cost by visiting <https://www.instagram.com/> or by downloading the Instagram app on a compatible mobile device. Creation of an Instagram account requires an Entrant to agree to Instagram's Terms of Use (<https://www.instagram.com/about/legal/terms/>) and Data Policy (<https://instagram.com/about/legal/privacy/>). Due to the way Instagram operates its services, Entries (as defined below) from users with protected or private accounts (i.e., Entrant has set their account so that only people the entrant has approved can view their updates) may not be received.

Entrants may create a Facebook account at no cost by visiting <https://www.facebook.com/> or by downloading the Facebook app on a compatible mobile device. Creation of a Facebook account requires an Entrant to agree to Facebook's Terms of Service (<https://www.facebook.com/legal/terms>) and Data Policy (<https://www.facebook.com/about/privacy>).

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram, Twitter, or Facebook. Each Entrant specifically agrees to release Instagram, Twitter and Facebook from any and all liability associated with this Sweepstakes. Entries will be deemed made by the authorized account holder of the account the entry is submitted from at the time of entry. The "authorized account holder" is the person who is assigned to the Instagram/Twitter/Facebook account by the online service provider.



SWEEPSTAKES PERIOD: The Sweepstakes begins at 8:00 a.m. PT on May 4, 2020 and ends at 11:59 p.m. PT on May 31, 2020. (“Sweepstakes Period”).

TO ENTER:

The Administrator’s computer is the official Sweepstakes clock. There are two (2) ways to enter the Sweepstakes – (1) via social media on Twitter, Instagram and/or Facebook; and/or (2) via a postcard entry, all as set forth below:

- A. Social Media Entry via Twitter, Instagram and/or Facebook** (each, a “Platform”): To enter via Twitter or Instagram, during the Sweepstakes Period, post a photograph of the pet parent holding a shaming confession letter with their pet(s) during the Sweepstakes Period; (ii) use all of the following hashtags (“Required Sweepstakes Hashtags”): “#PetParentShaming” “#SecretLifeOfPetsUSH” and “#Sweepstakes” and (iii) tag @UniStudios in the post.

To enter via Facebook, an entrant may visit the Sponsor’s Facebook Page <https://www.facebook.com/UniversalStudiosHollywood/> (“Page”). During the Sweepstakes Period, Sponsor will post one or more Facebook posts on the Page inviting participants to enter this Sweepstakes (each, an “Invitation Post”). To enter the Sweepstakes on Facebook, an entrant must post an Entry (i.e., photograph of the pet parent holding a shaming confession letter with their pet(s) and all of the Required Sweepstakes Hashtags) as a comment to the Invitation Post during the Sweepstakes Period. After posting an Entry, an Entrant will receive one (1) entry into the Sweepstakes.

The content included in the Entry will not be judged or used in any way to determine the winner. By entering the Sweepstakes and using the hashtags “#PetParentShaming” “#SecretLifeOfPetsUSH” and “#Sweepstakes”, Entrant hereby agrees to be bound by these Rules. Entries will be deemed made by the authorized account holder of the Instagram account, Twitter account, or Facebook account the Entry is submitted from at the time of Entry. The “authorized account holder” is the person who is assigned to the Instagram account, Twitter account, or Facebook account by the online service provider. An Entrant must have a non-private Twitter account or Instagram account to enter the Sweepstakes using Twitter or Instagram and must be a follower of @UniStudios on the Platform used for forty (40) days after the end of the Sweepstakes Period for winner notification purposes to be eligible to win/claim a prize. The photograph must be a new Instagram, Twitter, or Facebook post. Placing the Required Sweepstakes Hashtags and tagging @UniStudios on an existing photograph posted prior to the start of the Sweepstakes will not be considered a valid Entry.

There is a limit of one (1) Entry per Platform during the Sweepstakes Period. Each Entrant may submit a maximum of one (1) Entry per Platform. If an Entrant enters more than one (1) time per Platform, only the first Entry received may, at Sponsor’s sole discretion, be considered valid. An Entrant may use only one (1) Instagram account, one (1) Twitter account, and one (1) Facebook account to enter. Entrants attempting to use multiple Instagram, Twitter, or Facebook accounts or multiple identities may be disqualified at Sponsor’s sole discretion.

- B. Mail-In Entry:** To enter without posting on a Platform, an eligible Entrant may handwrite their complete name (no initials), valid e-mail address and telephone number on a 3½”x5” card (“Mail-In Entry”) and mail it with sufficient postage to: Promotions – Pet Parent Shaming Sweeps Entry, 100 Universal City Plaza, Bldg 4505-2, Universal City, CA 91608. All Mail-In Entries must be postmarked no later than May 31, 2020, and received on or before June 11, 2020, in order to be eligible. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address may be deemed incomplete and not valid entries. An Entrant may mail-in one (1) time to receive three (3) Entries into the Sweepstakes.



Regardless of method of entry, there is a limit of three (3) total Entries per person during the Sweepstakes Period. You may receive a maximum of three (3) total Entries in this Sweepstakes using either method of entry (i.e., entry via a Platform or a Mail-In Entry) or a combination thereof.

All Entries submitted are subject to all of the provisions of these Rules, including but not limited to the Entry Guidelines and Requirements set forth in ENTRY AND TIMING of these Rules. Sponsor reserves the right, in its sole and absolute discretion, to disqualify any Entries that do not comply with the above terms or the Entry Guidelines and Requirements.

NOTE: If an Entrant accesses Instagram, Twitter, or Facebook on their mobile device to enter this Sweepstakes, the Entrant's wireless service provider may charge the Entrant for applicable data charges. Entrants should consult their wireless service provider regarding its pricing plans. Message and data rates may apply. Entrants should review their mobile devices' capabilities for specific mobile application instructions.

ENTRY AND TIMING: Universal's computer is the official time-keeping device for all Sweepstakes. Universal reserves the right to remove and/or disqualify any post/comment that is offensive, inappropriate, obscene, slanderous, or otherwise in conflict with the applicable social media platform terms and conditions or Universal's [Terms of Use](#). Multiple entrants are not permitted to share the same email account or social media account. Entries from social media accounts associated with businesses, organizations or groups, as well as bulk or listserv accounts are not permitted. Any attempt by any entrant to obtain more than a single entry by using multiple/different social media accounts, email accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Entries that are generated by a script, macro, or use of any other automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email account used to register will be deemed to be the registrant or player. For entries via Instagram, "authorized account holder" is defined as the natural person who is assigned to each account by Instagram. Universal reserves the right to deem that the entry was made by the registered subscriber of the account at the time of entry. The potential winner may be required to show proof of being the authorized account holder.

WINNER SELECTION AND NOTIFICATION: The potential winner of the Sweepstakes will be selected by random drawing on June 12, 2020 from among all eligible entries received. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winner will be declared the official winner ("Winner") of the Sweepstakes. The decisions of Sponsor are final and binding on all matters relating to this Sweepstakes. The odds of winning depend on the total number of eligible entries received during the Promotion Period. Limit one (1) Prize per person, family or household. Sponsor will make two (2) attempts within a forty-eight (48) hour period to notify the potential Winner on either Facebook by a direct message, on Twitter or Instagram by a Direct Message from @UniStudios, or by e-mail at the e-mail address included in the Mail-In Entry with instructions on how to claim their prize. The potential Winner who entered via a social media platform must respond to the e-mail address provided in the initial direct message within seventy-two (72) hours with their e-mail address or their prize may (at Sponsor's sole discretion) be forfeited. The Winner will then be notified at the provided e-mail address by the Administrator. The potential Winner must respond to the initial e-mail notification from Administrator within seventy-two (72) hours of such notification or the prize may (in Sponsor's sole discretion) be forfeited. The potential Winner may be required to execute and return (via shipping service pre-paid by Sponsor) an Affidavit of Eligibility, Liability Release, Publicity Release (where legal) and any other documentation that Sponsor may require (collectively, "Sweepstakes Documents") within five (5) days after receipt of those documents by a potential Winner, or such potential Winner may be disqualified and an alternate potential Winner may be selected in a random drawing from among the remaining eligible Entries at Sponsor's sole discretion. By returning the completed Sweepstakes Documents, each potential Winner attests to the authenticity of his/her Entry. If a potential Winner cannot be reached, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules, and/or if his/her prize notification is returned as undeliverable, such potential Winner will be disqualified and, time permitting, an alternate potential Winner may be selected in a random drawing from among the remaining eligible Entries at Sponsor's sole discretion. Sweepstakes Documents will be shipped to an address within the geographic area only.

PRIZES: There will be ten (10) prizes ("Prize" or "Prizes") awarded. Winners will receive four (4) Universal Express tickets ("Tickets") to Universal Studios Hollywood in Los Angeles, CA. The Approximate Retail Value ("ARV") of



each Prize is One Thousand Thirty-Six and 00/100 Dollars (\$1,036.00). Total ARV of all Prizes is Ten Thousand Three Hundred Sixty and 00/100 Dollars (\$10,360.00). Tickets must be redeemed by June 30, 2021 or Prize will be forfeited. Tickets may not be sold, exchanged or otherwise transferred by Winner. Prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, travel costs, insurance, meals, unspecified ground transportation, phone calls, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the Prize and all such expenses are the sole responsibility of Winner. Any difference between stated FMV and final FMV of Prize will not be awarded. Lost, mutilated, or stolen tickets will not be replaced. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize or Prize element for one of equal or greater value if the designated Prize should become unavailable for any reason. Prizes are not transferrable and are not redeemable for cash. Prize cannot be used in conjunction with any other promotion or offer. All federal, state and local taxes on a Prize, and other expenses related to accepting and/or using a prize not listed in these Official Rules are the responsibility of the Winner, who will receive an IRS Form 1099 in his/her name for the fair market value of the Prize they have won for the calendar year in which the Prize was won, if applicable. Winner bears all risk of loss or damage to Prize after it is placed by Sponsor with a third party common carrier for shipment to Winner. The Prize will be shipped only to an address in the United States. No portion of the Prize will be replaced if lost or stolen.

RELEASE: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators: (a) to release and hold harmless Sponsor, its parent, subsidiary, affiliated and related companies, its successors and assigns, and its respective officers, directors, agents and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify the Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that the Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by Prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on @UniStudios and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules, which are a contract, and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of Sponsor, whose decisions are binding and final. Failure to comply with the conditions listed herein may result in disqualification from the Sweepstakes.

ADDITIONAL TERMS: Sponsor reserves the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Sponsor assumes no responsibility for any injury or damage to entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes, is not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. Sponsor reserves the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification, or suspension, Sponsor reserves the right to select Winners in a random drawing from among all eligible, non-suspect entries received at the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted at www.twitter.com/UniStudios or www.instagram.com/UniStudios. Sponsor may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules or acts 1) with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or Sponsor's agents or representatives; or 2) in any other disruptive manner (as determined by Sponsor in their sole discretion).

PRIVACY POLICY: All information submitted in connection with entry to this Sweepstakes shall be governed by Sponsor's Privacy Policy at <https://www.nbcuniversal.com/privacy/full-privacy-policy>. By entering this Sweepstakes, you acknowledge that you have read and agree to Sponsor's Privacy Policy.

DISPUTES: The Sweepstakes is governed by, and will be construed in accordance with, the laws of the State of California, excluding its conflicts of law rules, and the forum and venue for any dispute shall be in Los Angeles, California. Any dispute, controversy or claim arising from or relating to the Sweepstakes shall be resolved by final and binding arbitration administered by JAMS in accordance with its Streamlined Arbitration Rules and Procedures.



or subsequent versions thereof ("JAMS Rules"). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in Los Angeles, California. All proceedings brought pursuant to this paragraph will be conducted in the County of Los Angeles, California. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER INDIRECT, PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, OR ANY PRIZE AWARDED, MUST BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION OR CLASS ARBITRATION. ENTRANT WAIVES ANY RIGHT TO BRING CLAIMS AS A REPRESENTATIVE OR AS A MEMBER OF A CLASS OR IN A PRIVATE ATTORNEY GENERAL CAPACITY.

SPONSOR: Universal City Studios LLC d/b/a Universal Studios Hollywood, 100 Universal City Plaza, Universal City, California 91608-1002. This Sweepstakes is not sponsored, endorsed or administered by, or associated with Twitter, Instagram, Facebook or other online platform. Entrants are providing information to Sponsor and not to Twitter, Instagram or Facebook.

RULES/WINNER'S LIST: For the name(s) of the Winner(s), available after June 13, 2020, or for an additional copy of these Official Rules, send a self-addressed, stamped envelope to be received no later than May 15, 2020 to: Promotions – Pet Parent Shaming Sweeps, "RULES" or "WINNERS LIST" (specify which), 100 Universal City Plaza, Bldg 4505-2, Studio City, CA 91608.

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