

## 2024 Lucky Seven Sweepstakes Rules and Regulations

### How to enter:

1. Between January 1, 2024 and December 31, 2024, each NielsenIQ Homescan Consumer Panel household achieving its seventh annual consecutive anniversary of active panel membership according to their official Homescan panel membership start date, hereafter referred to as "panel date", will receive one (1) automatic entry in the 2024 Lucky Seven Sweepstakes. No purchase from ACNielsen Company of Canada ("NielsenIQ") is necessary. Entry in this Sweepstakes is limited to heads of households which have reached the official seventh annual consecutive membership anniversary of their panel date within the calendar year ending December 31, 2024. Entrants must be active panel members up to and including December 31, 2024, to qualify for a Sweepstakes entry. See Rule 2 below for the details on the Draw Prizes and the Draw Date.

### The prizes:

2. There will be seven (7) prizes available to be won. Each prize consists of a **\$1,000 (CAD) NielsenIQ Universal Visa® Prepaid Card**. (Reward card is issued by Peoples Trust Company pursuant to a license by Visa Inc. Cards are issued in connection with a loyalty, award or promotion program. Card is not transferable and cannot be issued to minors. Card does not have cash access and can be used at any merchants that accept Visa cards. Card valid for up to 12 months, unused funds forfeit at midnight EST the last day of the month of the valid thru date, subject to applicable law. Country restrictions apply and are subject to change. Card terms, conditions, and limitations apply; see [MyPrepaidCenter.com/site/visa-univ-can](https://MyPrepaidCenter.com/site/visa-univ-can) for details.) The 2024 Lucky Seven Sweepstakes draw will take place on January 9, 2025. The total value of prizes to be offered is \$7,000 (CAD). Names of winners can be viewed on [homescan.ca](https://homescan.ca). Panel members may request a printed list of the names of winners by contacting the Homescan Panel Support Centre at **1-800-263-1697**. All prizes will be delivered to confirmed winners by registered mail.

3. A random draw will be made by an independent judging organization at 10:00 a.m. (ET) on the Draw Date set out in Rule 2 above, in Pickering, Ontario, from all eligible entries received during the specified Sweepstakes period. In order to win, the head of household of the selected entrant(s) must first correctly answer a time-limited mathematical skill-testing question to be administered by email (or mail), and will be required to sign a standard declaration and release form confirming compliance with the Sweepstakes rules, acceptance of the prize as awarded, consenting to the use and disclosure of personal information, and releasing the Released Parties (as defined below) from all liability. The Declaration and Release forms must be returned by the selected entrants **no later than 25 calendar days** after the date that the Declaration and Release forms were sent to the selected entrants. If a Declaration and Release are not returned within the specified time, this will render that selected entrant's selection null and void and the independent judging organization will select another entrant. No substitution for, or transfer of, the prize will be allowed. NielsenIQ reserves the right to substitute a prize of equivalent value if any prize becomes unavailable or cannot be awarded for reasons beyond NielsenIQ's reasonable control.

4. The Sweepstakes is limited to households which have qualified in accordance with Rule 1, and whose head of household has reached the age of majority in the province in which they reside, except employees of NielsenIQ or its affiliates, their respective advertising and promotional agencies, the independent judging organization, and those with whom they are domiciled. The chances of being selected depend upon the total number of qualifying entries in the relevant Sweepstakes Period. The Sweepstakes is subject to all applicable Federal, Provincial and Municipal laws. Maximum of only one prize per family, household, or address will be awarded.

5. By entering, each entrant agrees to: (a) comply with and be bound by these Rules and the decisions of NielsenIQ and/or the independent judging organization which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless NielsenIQ and its parent, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability in connection with the Sweepstakes.

6. All entries become the property of NielsenIQ and no correspondence will be entered into except with selected entrants who will be notified by email (or mail). By accepting a prize in the Sweepstakes, heads of winning households consent to the use of their household members' names and/or photographs, without compensation, for purposes of administering the Sweepstakes, and in any publicity carried out by NielsenIQ in connection with the Sweepstakes. The Released Parties will not be responsible for any unsuccessful transmissions, due to equipment failure, mechanical fault, misdirected transmission, etc. The Released Parties will not be responsible for any problems, or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the Internet or at any website and assume no liability for damage to entrant's or any person's computer resulting from participating in the Sweepstakes.

7. The Released Parties will not be responsible for late, lost, illegible, incomplete or destroyed entries in connection with this Sweepstakes and NielsenIQ reserves the right, in its sole discretion to disqualify any entry and to modify, terminate, or suspend this Sweepstakes.