**VaxFax PSA competition!**

**OFFICIAL RULES for Hartford HealthCare’s PSA Video Contest (the “Contest”)**
No purchase necessary to enter or win. Any age is allowed!

Contest Entrants will share their PSA video in a form.

The Top 3 Finalists will have their videos featured on Hartford HealthCare’s social media sites and may win a spot on broadcast television.

You can enter the contest as an individual or as a team of up to three (3) members. All team members must be in the 13-25 years age group at time of entry. Teams with individuals who do not meet those age requirements will be disqualified, and their submissions will be void. For purposes of these Official Rules, Individuals and Teams shall collectively be known as "Entrants".

Your video can be as simple as a shot of you on camera, or as elaborate as an animation showing how vaccines work (the “Video(s)”). It's up to you! But the Video must be produced the Entrant.

Here's how it works:

1. **NO PURCHASE NECESSARY TO ENTER OR WIN:** The Contest is designed to give our community members a chance to explain why vaccines are safe and will help us turn the tide. The top three (3) Finalists will have their Video featured on the Hartford HealthCare Facebook page. By participating in this Contest, Entrants agree to be bound by these official rules (“Official Rules”) and to Hartford HealthCare’s (“Sponsor) decisions, which are final and binding on all matters relating to the Contest.

2. **SPONSOR:** The sponsor of the contest is Hartford HealthCare Corporation, located at One State Street, Suite 19, Hartford, CT 06103 (“Sponsor”). By participating, Entrant agrees to the Official Rules of the Contest, agrees to be bound by these Official Rules, represents that Entrant satisfies all eligibility requirements, and releases and holds Facebook harmless from any and all claims, demands, costs, expenses, liability, losses or damages of any kind. The Contest is sponsored by Sponsor and is in no way sponsored, endorsed, or administered by, or associated with Facebook. By entering Contest, Entrant is providing information to Sponsor and not to Facebook.

3. **ELIGIBILITY:** Contest is open to Entrants who are permanent legal residents of the fifty (50) states of the United States and Washington D.C. (excluding Guam, Puerto Rico, and all other U.S. territories and possessions) who are physically located therein. Contest void outside of the United State. The sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited or restricted by law. Employees of the Sponsor, Sponsor’s affiliates, subsidiaries, parent companies, agencies, and other companies associated with the Contest, as well as the immediate family (spouses, parents, siblings, and children) and household members of each such employee, are not eligible to enter.

4. **SUBMISSION PERIOD:** The Contest submission period begins at 12:00 a.m. E.D.T. on May 11, 2021, and ends at 11:59 p.m. E.D.T. on May 25, 2021 (the "Submission Period").

5. **HOW TO ENTER:** To enter, submit the “SmartSheet” form found on the Hartford HealthCare Facebook and Twitter pages and upload your Video based on this theme: "Vax Fax PSA". You must completely and accurately submit all required information to enter. Entrants under age 18 need
parental permission to enter the Contest. If minors are working as a team, the parents for each member of the team must complete a registration form and give permission for the entry to be valid. Once Sponsor verifies all necessary information, the Video submitted on the form will be added to a playlist on Sponsor’s Facebook Channel. Entries become the property of Sponsor. No person will be awarded more than one prize. In the event of a dispute as to the identity of Entrant, the submission will be deemed submitted by the natural person in whose name the E-mail account is registered at time of entry.

Sponsor is not responsible for late or unsuccessful attempts to enter. Sponsor reserves the right to allow for minor fluctuations between the Entrant's timing device and the actual runtime of the submission on the Contest homepage, based on clear intent to comply with the Official Rules, as determined in the Sponsor's sole discretion. The Entrant should be able to provide on request all appropriate clearances, permissions and releases for the Video submission, including releases from the submitting Entrant and any third parties appearing in the submission. Incomplete, corrupted, untimely, or unintelligible entries will be disqualified. If for any reason an Entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another entry in the Contest. Sponsor reserves the right to determine in its sole discretion which entries have satisfied the entry requirements. Entrants may enter more than once, as long as all entries comply with these Official Rules, including without limitation the Video submission requirements. ELIGIBLE ENTRANTS MUST SUBMIT EACH ENTRY IN ACCORDANCE WITH THESE OFFICIAL RULES. NO OTHER METHOD OF SUBMISSION WILL BE ACCEPTED.

6. Winners: the three videos with the most likes will be shared on all Hartford HealthCare social media platforms.

7. VIDEO SUBMISSION REQUIREMENTS:

   a. Videos must:
      - Be a maximum of 30 seconds in length.
      - Be submitted in one the formats that Facebook accepts. Any other formats submitted and/or exceeding the time limit will be disqualified.
      - Be the Entrant's original idea (modification of a previously published work shall not be considered an original idea). Entrants should not knowingly copy another’s idea, but entries will not be excluded merely because another Entrant has a similar idea.
      - Comply with Facebook terms of service and specifications for user submissions and/or video uploads.

   b. Videos must NOT:
      - Exceed 30 seconds in play time.
      - Contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent, self-mutilating (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g. underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing.
• Include mention or performance of any copyrighted media production including but not limited to music, films, books, television programming, etc., or identifying descriptions of any media property.
• Contain material that violates or infringes another’s rights, including but not limited to material that violates privacy, publicity or intellectual property rights, or that constitutes copyright infringement. Without limiting the foregoing, video submissions must not include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures. You may not use music that isn’t originally written, performed and produced by Entrant.
• Include third parties, including but not limited to minors, celebrities and friends who have not expressly authorized Entrants to display their image, likeness or voice in any submitted video or otherwise use such image, likeness or voice in accordance with these Official Rules.

By entering the Contest, each Entrant represents and warrants that his or her entry (and Sponsor's and its designees’ use thereof) does not and will not defame or otherwise violate the rights of any third party and does not and will not violate any federal, state, or local laws or ordinances. Entrant further represents and warrants that he or she has secured, in writing, the requisite consent from any third party referenced or appearing in their Video. To the extent that anyone under the age of 18 appears in a Video, Entrant represents and warrants that the minor’s parents consented, in writing, to the minor’s appearance in the video and the public display of the Video.

Sponsor reserves the right in its sole discretion to disqualify any entry that it believes violates any of the Video submission requirements, does not otherwise comply with these Official Rules, or that is not consistent with the spirit and theme of the Contest. Entrants will retain copyright in their Video, but each Entrant grants to Sponsor a non-exclusive, worldwide, perpetual, assignable, royalty-free license to publish, reproduce, distribute, display, perform, create derivative works, transmit or disseminate the Video in all media or platforms whether now known or hereafter invented. Entrant also waives any and all moral rights in the Video with respect to any use by Sponsor. Sponsor and its designees shall have the perpetual, worldwide right to publish and use the Video in any way, and in any media for trade, advertising, promotional, and/or other purposes as Sponsor and/or its designees may determine without further consideration to Entrant or any third party.

8. VIEWING PERIOD: Videos shall be available for viewing between May 25 from 12:00 a.m. E.D.T. to June 1, 2021 11:59 p.m. E.D.T (the “Viewing Period”). Video views generated by a script, macro or other automated means will be disqualified. Facebook records the number of views and "likes" each video receives. The three (3) eligible videos with the most "likes" during the Viewing Period shall be deemed “Finalists.” "Dislikes" on Facebook shall have no effect on the voting tally. The number of "likes" shall be measured by Facebook’s customary method. In the event of a tie, the Sponsor may expand the number of finalists beyond three (3) in order to include tied entries. All decisions of the Sponsor are final on all aspects of the Contest. Finalist Videos may be displayed on various Sponsor’s branded media, at the sole discretion of Sponsor.

9. JUDGING PERIOD: The Judging Period begins on May 25, 2021 and ends on June 1, 2021. A panel of judges who are scientists, infection prevention experts, marketers, and multimedia products selected by Sponsor ("Judges"), in its sole discretion, will judge the three (3) Finalists’ Videos which will be announced on or about June 1, 2021, and then select one winner (“Grand Prize Winner”) on or about April 2, 2021, 12:00 noon E.D.T. based on the following criteria:
• 40% originality and creativity of the idea proposed in the Video
• 30% effectiveness and clarity of communication and mode of presentation
• 30% likes from the public

10. WINNER NOTIFICATION AND ANNOUNCEMENT: The potential Grand Prize Winner, as determined by the Judges, will be notified by E-mail and/or phone (via the E-mail account used to sign in to form) on or about June 1, 2021 and will be required to respond (as directed) to the notification attempt. The failure to respond timely to the notification may result in forfeiture of participation in the Contest and, in such case, Sponsor will select an alternate Grand Prize Winner according to the Judges’ results. The potential Grand Prize Winner will be required to execute and return an affidavit of eligibility and liability/publicity release (where legally permissible) and other documents required by the Sponsor within a reasonable amount of time, as determined by the Sponsor in its sole discretion. If a potential Grand Prize Winner cannot be contacted by E-mail after the first attempt to contact him or her, or if he or she fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period (if applicable), or if he or she is unavailable to participate, the potential Grand Prize Winner will be disqualified and an alternate entry will be selected in his or her place from all eligible entries received according to the judging criteria described above.

Odds of winning depend on the number of eligible entries received. The prize is not transferable or convertible to cash and must be accepted as awarded. No cash or credit redemption, assignment, transfer or substitution of prize is permitted, except Sponsor reserves the right to substitute a prize of equal or greater value should prize stated become unavailable.

11. RELEASES: By participating in this Contest, Entrants agree that Sponsor, its, agents and representatives, Facebook, advertising, promotion, and fulfillment agencies, and legal advisors are not responsible or liable for, and shall be released and held harmless from: (i) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind; (ii) entries that are late, lost, stolen, garbled/jumbled, encrypted, misdirected, incomplete (iii) illegible computer system hardware, software or program malfunctions or for other errors, failures or delays in computer transmissions or network connections that are human or technical in nature; (iv) any condition caused by events beyond the reasonable control of Sponsor that may cause the Sweepstakes to be disrupted or encrypted; (iv) any printing of typographical errors in any materials associated with the Contest; or (v) any and all losses, damages, rights, claims, and actions of any kind in connection with or resulting from participation in the Contest, acceptance, possession, or use/misuse of any prize, or any other matter related to the Contest, including without limitation, claims based on personal injury, death, and property damage, publicity rights, defamation, or invasion of privacy and including any indirect, incidental, consequential or punitive damages.

Sponsor reserves the right to suspend or cancel this Contest for any reason that it deems appropriate, including, without limitation, fraud, computer virus, bug or other technical problem that interrupts the administration, security or proper functioning of the Contest or any condition caused by events beyond the reasonable control of the Sponsor that may cause the Contest to be disrupted or interrupted. Sponsor shall not be liable and may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; (b) close the Submission Period early and award the Grand Prize from a random drawing from the eligible entries received; or (c) terminate the Contest and not award the Grand Prize. Sponsor reserves
the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest, acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner, cheating, hacking, or undermining the operation of the Contest. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure by Sponsor to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor is not responsible for any selection procedures, notifications or other communications that are late, lost, stolen, misdirected, non-deliverable or illegible due to any reason whatsoever. All decisions of Sponsor with regard to this Contest are final and binding in all respects. Additional restrictions may apply.

12. PRIVACY AND PUBLICITY: The personal information collected from each Entrant in connection with the Contest is collected by Sponsor, and not Facebook, and will be used by Sponsor for the purposes of administration of the Contest.

13. GENERAL CONDITIONS: By accepting the Grand Prize, where permitted by law, Grand Prize Winner grants to Sponsor and those acting pursuant to Sponsor’s authority (and agrees to confirm that grant in writing) the right to use and publish his/her name, portrait, picture, voice, likeness, and any biographical information for marketing and promotional purposes, without additional consideration, in any medium of communication, without notification, review or approval by Entrant. Entrant by participating, release and agree to hold harmless Sponsor and its parents, affiliates, subsidiary companies, advertising and promotion agencies and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, loss or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of the prize, participation in any contest-related activity, or participation in this Contest.

14. DISPUTES/CHOICE OF LAW: By entering the Contest, each Entrant acknowledges he/she has read, understands, and will abide by these Official Rules and the decisions of Sponsor. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Entrants and/or Sponsor in connection with the Contest, shall be governed by and construed in accordance with, the laws of the State of Connecticut, without regard to the conflict of laws principles of such state.

15. WINNERS LIST: For information on Finalist and Grand Prize Winner, send a self-addressed stamped envelope (not required if prohibited by law) to Hartford HealthCare Corporation at One State Street, Suite 19, Hartford, CT 06103. Winner lists will only be available for sixty (60) days after the Contest end date.