Kentucky Lottery Corporation
**Social "Mother's Day Giveaway" Promotion**
Social Action Selection Promotion
Rules & Regulations

**GENERAL:**

1. The Kentucky Lottery Corporation (KLC) plans to conduct a **"Mother's Day Giveaway"** Social Action Selection Promotion via the KLC Instagram page. To be eligible, all entries must be received in the manner set forth below.

2. The promotion will begin when the promotion specific post is published on May 7, 2021 and conclude approximately seventy-two (72) hours later. The exact date and time that the promotion will end will be explicitly documented in the promotion specific post. The selection will occur after the promotion period has ended.

3. Three (3) prizes will be awarded. The prize for this promotion will include one (1) Amazon Echo Dot.

4. Approximate Value: $20.00 per prize package.

5. No purchase is required.

6. Only comments meeting the criteria made on the promotion specific post during the promotion period will be eligible for the selection.

7. Failure to fully provide required information will cause an entry to be rejected. Failure to provide accurate information could cause an entrant whose entry is selected as a winner for the promotion to be disqualified. An entrant shall be considered ineligible if the KLC determines that an entrant does not meet all entrant eligibility requirements or provided false information.

8. The KLC assumes no responsibility for incorrect information provided by an entrant.

**ELIGIBILITY:**

9. An entrant must be at least eighteen (18) years old to participate. No one under 18 years of age and no one otherwise prohibited by KRS Chapter 154A from playing KLC games are eligible to participate in this promotion or win any prize.

10. Entrants will be limited to one (1) entry per person per Instagram account.

**ODDS:**

11. Odds of being selected as a winner in the promotion will depend on the number of comments on the promotion specific post.

**SUBMITTING ENTRIES:**

12. To submit an entry, an entrant must first go to the KLC Instagram page and follow the page, comment on the promotion specific post, and if instructed, tag a friend. Failure to follow @kylottery, comment as directed by the post and/or to tag a friend (if instructed) will result in the entrant being disqualified from the promotion.

13. By entering this promotion, the entrants agree to these rules and regulations.

14. An entrant is allowed to win only once in this promotion.

15. In the event a player creates multiple social accounts, email addresses or other fraudulent entry mechanisms to enter a KLC promotion more than once, the player is ineligible and will be disqualified from the promotion.

**GRAND PRIZE DRAWING:**

16. The aggregation of all entries will be performed by Woobox.

17. The selection process will be conducted according to the KLC Social Media Promotion Procedures.

18. At the selection for the promotion, three (3) winners will be selected with no alternates. If there is an insufficient number of comments, the KLC may reduce the number of winners to be selected in its sole discretion. Alternates are not prize winners but are selected in the event that the winner is disqualified, unable to claim the prize, or declines to accept. Once an eligible alternate is moved up to become a prize winner, his or her alternate status in the selection will be voided.

**PRIZE FULFILLMENT:**

19. A member of the Digital Marketing Department will attempt to contact all winners by replying to the winning comment requesting them to direct message the KY Lottery Instagram account within 24 hours.

20. If the KLC determines that dialogue with the winner has not been established by Facebook, Instagram or email, within 24 hours following initial contact by the Digital Marketing Department, the winner will be disqualified.

21. A winner must respond within 24 hours following the date of contact by the Digital Marketing Department. The social account that was selected must be the same account that claims the prize. The winner will be responsible for replying by the initial Instagram message from the Digital Marketing Department or by email or phone. The winner must provide a valid mailing address to claim their prize. If the winner cannot provide a valid mailing address, he or she will be disqualified. The prize will be awarded only after the KLC receives the prize winner's required information. If all required information is not received and contact has not been made within 24 hours, the prize will be forfeited. This process will continue until a winner has claimed the prize or all alternates have been exhausted, whichever comes first. If all alternates have been exhausted, the prize will not be rewarded and returned to the social media promotion inventory.

    *NOTE: When sending personally identifiable information, such as a Social Security Number, to the KLC by email, winners should use a secure or encrypted email. Information about how to use a secure or encrypted email may be requested from the Digital Marketing Department.*

22. If, prior to the expiration of the 24 hours referenced in the preceding paragraph, the winner declines to accept and claim the prize by notifying the Digital Marketing Department in writing, the prize may be forfeited immediately upon receipt of the written notification.

23. The prize is not transferable or assignable.

24. Fulfillment of the prize will be handled by the KLC.

25. The Kentucky Lottery is not responsible for any lost, stolen, damaged, or misplaced items delivered to the address given upon prize acceptance.

**ADDITIONAL CONDITIONS:**

26. The KLC is not responsible for the electronic misdelivery, late delivery, or failure to receive entrant information entered electronically, and the risk of loss remains with the entrant regardless of the cause of the transmission failure.

27. All winners are subject to validation by the KLC and may be disqualified if eligibility requirements are not met. Validity of entries, drawings, and the award of prizes are subject to rules and regulations of the KLC and the laws of the Commonwealth of Kentucky.

28. By entering this promotion, the entrant acknowledges and agrees that the KLC may use and release the entrant's name, city/state and likeness (photograph) to the public, without limitation and without compensation.

29. If a player provides his or her email address by entering this promotion, the player may receive promotional email messages from the KLC, including marketing messages regarding KLC products such as KLC games and promotions. The player has the right to ask, in writing, not to receive direct marketing material from the KLC. If the player has a Fun Club account, opting-out of receiving marketing messages will not apply to email messages concerning the players Fun Club Membership or iLottery account (i.e. transactional messages).

30. By entering this promotion, accepting the prize or accepting any other prize, each entrant, his or her heirs, legal representatives and assigns, agree to indemnify and hold harmless, defend, release and discharge the KLC, the Commonwealth of Kentucky, Facebook, Instagram, or Twitter and their employees, officers and directors from and against any loss, claim, damages, or injury arising out of or relating to the promotion, any action taken pursuant to these rules, or the acceptance of any prize.

31. The KLC is not responsible for any rules, regulations or restrictions imposed by its promotional partners. The KLC is not responsible for and has no obligation regarding the condition, quality, defects or other attributes of the prizes awarded during a promotion and expressly disclaims all warranties, expressed or implied, including, but not limited to, all implied warranties of merchantability and fitness for a particular purpose.

32. The KLC in its discretion reserves the right to change or extend any of the dates set out in these rules. The KLC reserves the right, in its sole discretion, to modify, suspend, postpone or cancel, with or without notice, any portion of this promotion, including the drawing, at any time and for any reason, including the award of any prize, with the approval of the KLC's President and CEO or his designee from the Executive Management group. In the event of any circumstances or interpretation of any matter in these rules, whether contemplated or not contemplated, the decision of the KLC's President & CEO or

his designee from the KLC's Executive Management Group, after consultation with the KLC's Internal Audit, Security and Legal Departments (if necessary), will be final.

33. The KLC reserves the right to substitute prizes of equivalent value.

34. The prize may be considered income, and any and all taxes associated with the prize are the responsibility of the winner. Prizes may be subject to set off of certain debts as required by law.

35. In computing any period of time under these rules, the day of the designated act or event is not to be included; the last day of the period so computed is to be included. The term "business day" means a day that the KLC Corporate Office is actually open for business (holidays, weekends and other days the KLC is closed are excluded), and such day is from 12:00AM to 11: 59PM ET.

36. This promotion is void where prohibited by law.

37. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Instagram, Twitter, or Amazon.