

**IKEA VAUGHAN – WIN THIS ROOM GIVEAWAY
OFFICIAL CONTEST RULES**

IKEA CANADA LIMITED PARTNERSHIP ("IKEA") IKEA VAUGHAN – WIN THIS ROOM GIVEAWAY OFFICIAL RULES AND REGULATIONS (the "CONTEST RULES") FOR AGE-OF-MAJORITY LEGAL RESIDENTS OF CANADA (EXCLUDING QUEBEC RESIDENTS) ONLY

1. The IKEA VAUGHAN – WIN THIS ROOM GIVEAWAY (the "**Contest**") starts on August 15, 2019 at 12:00:00 a.m. Eastern Time ("ET") and closes on September 15, 2019 at 11:59:00 p.m. ET (the "**Contest Period**").

ELIGIBILITY

2. The Contest is open to all legal residents of Canada (excluding the Province of Quebec) who are at least eighteen (18) years of age (each an "**Entrant**"). Employees, agents, and representatives of IKEA, its partners and associates, its advertising or promotional agencies, and their immediate family members or persons with whom they are domiciled, are not eligible to enter or win a prize. "Immediate family member" means parents, sisters, brothers, children, spouse, husband and wife. IKEA reserves the right to require proof of eligibility, which proof shall be in the form required by IKEA.

3. This Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited. Participation in the Contest constitutes Entrant's full and unconditional agreement to these Contest Rules. IKEA may disqualify any entry that appears to violate these conditions, or any provision of these rules.

HOW TO PARTICIPATE

4. NO PURCHASE NECESSARY. To enter the Contest, the Entrant must submit by emailing, to the address noted below, an entry form (the "**Entry**"), which will include the following information:

- your full name;
- your email address;
- your daytime telephone number;
- your home address;
- a brief explanation (maximum 100 words in length) of why you should be selected for the IKEA VAUGHAN WIN THIS ROOM GIVEAWAY.

The Entry must be submitted to: legoland.winthisroom.ca@ikea.com and contain the subject: IKEA VAUGHAN WIN THIS ROOM GIVEAWAY.

5. Entries must be received by IKEA during the Contest Period. Limit of one (1) entry per person. All entries found to have entered more than once will be void.

6. IKEA is not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries (all of which are void). No other method of entry is allowed. IKEA may disqualify any entry that IKEA deems not to be in keeping with the policies, goals and/or guiding principles of the Contest. An entry may be rejected if (in the sole and absolute discretion of IKEA) the entry is not fully completed with all required information and submitted and received in accordance with these Contest Rules during the Contest Period.

PRIZE AND ODDS OF WINNING

7. All dollar amounts contained in these Contest Rules are denominated in Canadian Dollars.

8. There is one (1) prize (the "**Prize**") available to be won, consisting of the IKEA furniture (including loft bed, wardrobe, sofa, desk chair and storage) and textiles used to furnish the "IKEA VAUGHAN WIN THIS ROOM" room located at the IKEA Vaughan store during the Contest Period (or such similar products that may be substituted by IKEA in its sole discretion). The approximate retail value of the Prize is three thousand, two hundred and fifty (\$3,250) dollars.

9. The Prize will be awarded according to the terms set out in these Contest Rules. If, for any reason, the Prize remains unselected at the end of the Contest Period, IKEA reserves the right, at its sole and absolute discretion, to draw another entry from previous eligible entries or elect not to award the Prize.

10. Odds of winning the Prize will depend upon the total number of eligible entries received during the Contest Period.

HOW PRIZE IS AWARDED

11. Each Entry will be evaluated by a panel of judges (the "**Panel**") at the IKEA Vaughan Store to determine the winning Entry. The Panel will assign a score to each Entry on the basis of the following equally-weighted criteria: (i) connection to the IKEA key values; (ii) originality; and (iii) connection to living with children. The Entrant that is featured in the Entry that receives the highest scores will be awarded a Prize, subject to these Contest Rules (including without limitation the submission of the Release as set out below). The Prize will be awarded on September 30, 2019 (the "**Draw Date**") at approximately 12:00:00 p.m. ET.

12. Attempts will be made to contact the selected entrant via email within five (5) business days following the Draw Date to provide instructions on how to claim his/her Prize, including details on the administration of the skill-testing question and the Release. In the event that the selected entrant cannot be contacted within the specified amount of time described above, is not eligible, does not correctly answer the mathematical skill-testing question within the time limit, does not sign and return the Release within the specified time, or does not otherwise comply with the Contest Rules, IKEA shall have the right to disqualify that selected entrant, in which case he/she will not receive any Prize and shall forfeit all rights to the Prize, and the Released Parties shall be fully and completely released and discharged from any liability or responsibility in this regard. In such event, IKEA may, at its sole and absolute discretion, randomly select an alternative entry from the remaining eligible Entries received and proceed with the selected winner notification and qualification procedure outlined above (in which case the foregoing provisions of this section shall apply to such new selected entrant).

13. Before being declared a confirmed prize winner, the selected entrant must (a) first correctly answer, unaided, a time-limited mathematical skill-testing question; (b) sign and return within three (3) business days of receipt, the IKEA's form of release, waiver and indemnity (the "**Release**") that allows the IKEA to publish the selected winner's name in potential future advertisements and confirms understanding, acceptance and compliance with these Contest Rules, acceptance of the Prize as offered, and acknowledgement that the IKEA and all or any of its subsidiaries, affiliates, divisions, advertising or promotional agencies, administrators, employees, agents, representatives and participating service providers (collectively, the "**Released Parties**") are not responsible for any claims arising out of any matter related to the Contest or the Prize; and (c) acknowledge compliance with the Contest Rules.

14. Prize must be accepted as awarded and are not transferable or convertible to cash (except at IKEA's sole and absolute discretion). Subject to any applicable legislation, IKEA reserves the right in its sole discretion to substitute Prize, in whole or in part, for a prize of equal or greater value, for any reason including due to the Prize being unavailable or for any circumstances beyond its control. The refusal by an entrant to accept any Prize releases and forever discharges IKEA and the other Released Parties from all obligations related to the Prize, including delivery.

RELEASE

15. None of IKEA, nor any of the other Released Parties assumes any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data, or any combination thereof, including any damage to an entrant's or any other person's computer and to any cellular phone or other property related to or resulting from participation in or downloading any materials relating to this Contest. For greater certainty, and without limitation, none of IKEA nor any of the other Released Parties is responsible if the address, email address, or telephone number given by an entrant is incorrect, disconnected or no longer in service. If, for any reason, in the opinion of IKEA, the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control.

16. IKEA, at its sole discretion, subject to any applicable legislation, reserves the right to cancel, terminate, modify, or suspend the Contest (or to amend these Contest Rules) without notice. IKEA reserves the right in its sole and absolute discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Contest Rules or otherwise in a disruptive manner. The Contest Rules are subject to change at the discretion of IKEA, subject to any applicable legislation, without notice to entrants individually.

PRIVACY

17. By entering the Contest, all entrants consent to the collection, use and disclosure of their personal information by IKEA and any representatives or agents thereof in connection with the Contest, for the purpose of running the Contest and the awarding of the Prize. Except as otherwise contemplated in these Contest

Rules, information collected by IKEA in connection with the Contest will be used by IKEA in accordance with IKEA's privacy policy posted at https://www.ikea.com/ms/en_CA/privacy_policy/privacy_policy.html. The foregoing is not intended to limit any other consent to the collection or use of personal information that may have been, or may in future be, provided by any entrant to IKEA or any of the other Released Parties, if applicable. By entering the Contest, the selected and declared winner agrees to the use of his/her name, city of residence, photograph, voice, statement, image or likeness for advertising, publicity and promotional purposes in all media, without further notice or compensation and agrees to confirm said specific consent to such use by signing the Release. Personal information collected in respect of this Contest may be stored on a server or servers located outside of Canada. By entering the Contest, entrants automatically agree to accept and abide by these Contest Rules and all decisions of IKEA.

GENERAL

18. All entries are subject to verification at any time. The sole determinant of time for the purposes of valid entry in this Contest will be the Contest server(s).

19. All decisions of IKEA with respect to any aspect of this Contest, including without limitation the eligibility of entrants or entries, are final and binding on all entrants in all matters as they relate to this Contest. Entrants, including the Contest winner, agree to release, forever discharge, indemnify and hold harmless the Released Parties from any and all injuries, liability, losses and damages of any kind resulting from their participation in the Contest or their acceptance, use or misuse of a Prize.

20. Use of any means of entry not expressly provided in these Contest Rules, including without limitation, mechanical assistance or robotic assistance is prohibited. Entries generated by robotic, programming, or any other automated means are prohibited and will be disqualified. No correspondence will be entered into except with selected entrant(s) or as otherwise stated in the Contest Rules.

21. Except where prohibited by law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of entrants and IKEA in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to any conflict of law issues.