



Official Rules

Embedded World Giveaway on Smart Home Wi-Fi Demo

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO PARTICIPATE

- 1. Overview.** The Embedded World giveaway on the smart home Wi-Fi demo (“**Promotion**”) is a chance-based random prize draw that will commence on Tuesday 21 June from 9am CET and conclude on Thursday 23 June at 3pm CET (“**Promotion Period**”). There will be 3 prize draws throughout the event with the prize draws being announced on:
 - Tuesday 21 June at 4pm CET,
 - Wednesday 22 June at 4pm CET
 - Thursday 23 June at 3pm CET

Each prize draw will include the following components:

- [SparkFun MicroMod WiFi Function Board - DA16200](#)
- [Reversible USB A to C Cable - 2m](#)
- [SparkFun MicroMod Main Board - Single](#)
- [SparkFun MicroMod Artemis Processor](#)
- [MicroMod Screwdriver](#)

- 2. Sponsor.** The Promotion is provided and administered by Arm Limited, 110 Fulbourn Road, Cambridge, CB1 9NJ, United Kingdom on behalf of itself and its subsidiaries and/or affiliates (“**Arm**” or “**Sponsor**”).
- 3. Eligibility.** The Promotion is only open to permanent, legal residents or citizens of the following: United Kingdom, France, Germany, Spain, Italy and the 50 United States (including the District of Columbia) (each an “**Eligible Country**”). DO NOT ENTER THIS PROMOTION IF YOU ARE NOT A RESIDENT OF AN ELIGIBLE COUNTRY OR IF YOU ARE OTHERWISE PROHIBITED BY LAW TO PARTICIPATE IN THIS PROMOTION. Participants must also be at least 18 years of age or the age of majority in their place of residence, whichever is older. Residents of any U.S. embargoed countries (i.e., Iran, Syria, the Crimea region of Ukraine, North Korea, Cuba, or Venezuela) are not eligible. No employee, contractor, director, or officer of Sponsor, its parent, affiliates, subsidiaries, distributors, sales representatives, retailers, and advertising, promotion, and judging agencies and all other service agencies involved with the Promotion, and members of the immediate family (spouse, parent, child, sibling, and their respective spouse), and household of each such employee is eligible to participate in the Promotion. Individuals who are government employees, agents of a government-owned or government or state-controlled entity, and public officials are not eligible to participate in the Promotion. Void where prohibited. PLEASE NOTE: Continued eligibility is contingent upon compliance with all of the terms set forth in these Official Rules, including continued residence in an Eligible Country. By participating in the Promotion, each participant represents and warrants that they have disclosed their participation to their employer and that such participation is permissible under such employer’s policies.
- 4. How to Participate.** To participate in the Promotion, during the Promotion Period, visit the Ultra-low-power Wi-Fi demo on the Arm Booth at Embedded World, Hall 4 on Booth 4-140. Enter your business card into the smart mailbox and accept our Terms and Conditions at: <https://www.arm.com/resources/program-reg/embedded-world-wifi-competition> (“**Website**”) and complete all required fields in the registration form. Once you have fully and accurately completed the registration form, press “submit.”

(“**Entry**”).

Limit one (1) Entry permitted per person. Entries in excess of this limit will be disqualified. All Entries and related information must be submitted in English. By participating, Participants agree to these Official Rules, which are final and binding in all respects. Entries generated by script, macro, or other automated means are void and may cause disqualification. Sponsor reserves the right, in its reasonable discretion, during or upon completion of the Promotion Period, to request that any Participant resubmit his or her Entry which fails to comply with the Promotion entry requirements. Entries must be completed and submitted by one individual. If multiple individuals attempt to complete and submit an Entry, such Entry and the applicable participants will be disqualified.

Entries not properly entered into the Promotion will not be acknowledged. Proof of entry does not constitute proof of receipt by Sponsor. Entries must be received by Sponsor during the Promotion Period. Only eligible Entries actually received by Sponsor in accordance with the timing requirements set forth above will be eligible to win. Sponsor is not responsible for (i) inaccessible, lost, late, misdirected, mutilated, damaged, irregular, altered, counterfeit, fraudulent, incomplete, or illegible Entries, which are void, or (ii) any computer-related, online, telephonic, or technical malfunctions that may occur. Illegible, unintelligible, inaccessible, non-public, incomplete, garbled, or mutilated Entries will be disqualified. Sponsor reserves the right, in its sole discretion, to disqualify any Entries not in compliance with these Official Rules.

5. Winning by Chance. A winner will be selected by independent random drawing from all eligible entries. Odds of winning will depend on the number of entries.

6. Prizes. There will be three potential winners. Each winner will receive one of all the items listed below:

- [SparkFun MicroMod WiFi Function Board - DA16200](#)
- [Reversible USB A to C Cable - 2m](#)
- [SparkFun MicroMod Main Board - Single](#)
- [SparkFun MicroMod Artemis Processor](#)
- [MicroMod Screwdriver](#)

Limit: one (1) prize per person. Potential winners may be subject to verification, including verification of age and authorization from their respective employers to receive a prize. On Tuesday 21 June at 4pm CET, Wednesday 22 June at 4pm CET and Thursday 23 June at 3pm CET Arm will attempt to notify the potential winners via the email address provided on the registration form. Winners will be required to collect their prize at the Arm booth, Hall 4, stand 4 – 140 by Thursday 23 June, 4:30pm CET. Potential winners may be required to complete, sign, and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release, within fourteen (14) days of attempted notification or prize may be forfeited. If a potential winner: (a) does not respond after the first attempted contact from Arm within 48 hours of initial notification attempt, (b) is not in compliance with these Official Rules, (c) does not meet the eligibility requirements, (d) declines the prize, or (e) does not sign and return required documents or provide required identification by the deadlines established by Arm, participant will be disqualified and the prize awarded to an alternative not already deemed a potential winner. Sponsor is not responsible for any change of email address, mailing address, and/or telephone number of participants. All properly claimed prizes will be awarded, but in no event will Arm award more prizes than are provided for in these Official Rules.

Please allow up to 30 days for delivery of the applicable prize. Delivery is subject to the winners providing shipping details on request. If a prize is shipped, Sponsor is not responsible for any prize that is lost, stolen, mutilated, destroyed, misdirected, or undelivered for any reason. Sponsor will not replace any lost or stolen prize items. The prize is non-refundable, non-transferable, and no cash alternative is available, except in Sponsor's sole discretion. Arm reserves the right, in its sole discretion, to substitute the prize at any time if the prize advertised is unavailable. Approximate retail value of prizes is based on information provided to Sponsor as of the date of printing of these Official Rules. The

difference in value of prize as stated herein and value at time of prize notification, if any, will not be awarded.

7. **Tax.** Prize winners will be solely responsible for all federal, state, provincial, and/or local taxes, and for any other fees or costs associated with the prize(s) received hereunder, regardless of whether it, in whole or in part, is used.
8. **Publicity.** Except where prohibited by law, Arm may post each winner's name online on the Website and on other Arm-operated websites and social media platforms, including but not limited to Twitter, Google, and Facebook. Submission of an entry further constitutes permission to Arm to use participant's name, likeness, photograph, voice, opinions, and/or state or country of residence, and any portion thereof for purposes of advertising and trade, in any medium in connection with the Promotion, without further notice, approval, or compensation, unless prohibited by law.
9. **Privacy.** Participants' personal information and data will only be used in accordance with Arm's Privacy Policy. By completing the registration form you acknowledge that you may receive emails from Arm relating to such Promotion and further marketing communications. If you do not want to hear about future promotions, please notify us at privacy@Arm.com. Any third-party website used but owned independently have their own separate privacy and data collection policies and practices. Any data you provide to these websites will be governed under the terms of their privacy policy. Sponsor has no responsibility whatsoever for the independent actions or policies of these independent sites and is not responsible for content or privacy practices of such websites. If you are verified as a winner, your information may also be included in a publicly-available winner's list.
10. **Export Control.** Arm Confidential Information, Arm Technology, and Arm products provided with the Promotion may be subject to U.K., European Union, and U.S. export control and sanctions laws and regulations, including the U.S. Export Administration Regulations ("**EAR**") (hereafter collectively referred to as "**Export Regulations**"). Arm and Participant agree to comply fully with all applicable Export Regulations. Participant agrees that it shall not, either directly or indirectly, use or export in breach of the Export Regulations any Arm Confidential Information, Arm Technology, or Arm products received in connection with the Promotion, nor any direct products thereof: (i) to any country, company or person subject to export restrictions or sanctions under the applicable Export Regulations without required export authorization; or (ii) for any prohibited end use, including, without limitation, nuclear, chemical, or biological weapons proliferation, which at the time of export requires an export license or other governmental approval, without first obtaining such license or approval and without prior written approval from Arm.
 - a. "**Arm Confidential Information**" means (i) all non-public, proprietary business, technical, legal, and financial information disclosed or learned that Arm has identified as confidential at the time of disclosure or that, based on the nature of the information or circumstances surrounding its disclosure, Participant should reasonably understand was intended to be treated as confidential, and (ii) personal data.
 - b. "**Arm Technology**" means any technology or material owned, created, or discovered by Arm.
11. **Rights in the Entries.** You must only submit your own content, something that you have personally authored or created. If you incorporate anyone else's copyright material in the entry you must ensure you have permission to do so, and that you can grant the licence below in respect of the third-party material incorporated in your entries. By submitting an entry you confirm, represent, and warrant that you have such permission and that your entry does not infringe or otherwise misappropriate any third party's intellectual property rights, trade secrets, or rights of confidentiality, privacy, or publicity. You warrant that your entry will not contain any libellous, slanderous, defamatory, discriminatory, obscene, indecent, harassing, violent, or threatening material. Arm reserves the right, in its sole discretion, to delete or disqualify any entry without the prior notification to the participant that Arm deems to be inappropriate or otherwise suspected of infringing any third-party rights. Participant acknowledges and agrees that it shall not hold Arm responsible and hereby releases Arm for errors, loss, and damage to any entry outside of Arm's reasonable control. By submitting an entry into this Promotion, you hereby grant to Arm a worldwide, non-exclusive, perpetual, irrevocable, royalty free, sub-licensable licence to

use, reproduce, modify, adapt, publish, translate, publicly perform, publicly display and distribute the entry (in whole or in part) and to incorporate such entry into other works in any format or medium (now existing or hereinafter developed) for any purposes. Entries must be the original work of the participant, may not have won previous awards, and may not have been published previously. Should multiple users of the same e-mail account enter the Promotion and a dispute thereafter arise regarding the identity of the participant, the authorized account holder of said e-mail account at the time of entry will be considered the participant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. By submitting an entry, you agree that your entry is gratuitous and made without restriction, and will not place Sponsor under any obligation, that Sponsor is free to disclose or otherwise disclose the ideas contained in the entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

12. General Terms and Conditions. By entering and/or participating in the Promotion, each participant confirms that they agree to Arm's [Privacy Policy](#) and [Terms and Conditions of Use](#), which are incorporated into these terms by reference. By entering and/or participating in the Promotion, each participant agrees (a) that participant releases Arm from, and that you shall indemnify, defend, and hold Arm harmless from, any liability resulting from any and all claims, causes of action, costs, losses and damages (whether direct or indirect or consequential), in contract, tort (including negligence) or otherwise, in connection with or otherwise relating to your entry or participation in the Promotion and use of any prize awarded; (b) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Promotion, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. Arm reserves the right to cancel, suspend, terminate, or modify the Promotion or any portion of it for any reason, including but not limited to, if fraud, misconduct, or a technical failure destroys the integrity of the Promotion; or if a computer virus, bug, wireless failure, or other technical problem corrupts the administration, security, or proper administration of the Promotion as determined by Arm, in its sole discretion. Sponsor is not responsible for incorrect or inaccurate entry information, including information provided on the registration form, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of the entries. Arm will post notice of its action in such cases on Arm's website. Arm reserves the right, in its sole discretion, to disqualify any person who Arm concludes, in its sole discretion: (e) has tampered or attempted to tamper with the entry process or other operation of the Promotion; (f) has failed to comply with or has attempted to circumvent these Official Rules or does not provide all information required by Sponsor; (g) has committed fraud or attempted to undermine the legitimate operation of the Promotion; (h) has acted toward Arm, or any other participant, in an unfair, inequitable, annoying, threatening, disrupting, or harassing manner. If a dispute arises regarding compliance with these Official Rules, Arm may consider, in its sole discretion, data reasonably available to Arm through information technology systems in Arm's control, but Arm will not be obligated to consider any data or other information collected from any other source. In the event that any Promotion winner is subsequently disqualified from the Promotion for any reasons, Arm, in its sole discretion, may decide whether a replacement winner should be selected in accordance with the selection criteria. Arm also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the administration of the Promotion. By entering the Promotion, you hereby warrant that all information submitted is true, current, accurate, and complete. Arm reserves the right to verify the eligibility of participants and disqualify a participant for submitting false, inaccurate or misleading information.

13. Governing Law and Disputes. The Promotion is governed by English law. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the

rights and obligations of any participant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, English law, without giving effect to the conflict of laws rules thereof. Any failure by Arm to enforce any of these Official Rules will not constitute a waiver of these Official Rules. If there is a conflict between any of these Official Rules and any marketing or entry materials used in connection with the Promotion, these Official Rules will govern.

This Promotion is in no way sponsored, endorsed, or administered by, or associated or affiliated with, [Facebook, Twitter, Instagram or LinkedIn]. Any questions, comments, or complaints regarding the promotion should be directed to Arm, not [Facebook, Twitter, Instagram or LinkedIn].

You agree that you release [Facebook, Twitter, Instagram or LinkedIn] from and agree that [Facebook, Twitter, Instagram or LinkedIn] has no liability in respect of, any and all claims, causes of action, costs, losses and damages (whether direct or indirect or consequential), in contract, tort (including negligence) or otherwise, in connection with or otherwise relating to your entry or participation in the promotion.