

The “Beyoncé Birthday” CONTEST RULES AND REGULATIONS

1. Eligibility

The “Beyoncé Birthday contest (the “Contest”) is open to legal residents of Canada (excluding Quebec) who at the start date of the Contest are 13 years of age or older. Entrants under the age of majority are eligible to win provided that the entrant’s parent or legal guardian accepts the prize on his or her behalf. Employees, officers, and directors (including immediate family members and members of the same household) of Sony Music Entertainment Canada Inc. (the “Sponsor”) and its respective distributors, dealers, marketing representatives, printers, advertising or promotional agencies, or any other organization associated with the Contest are not eligible to participate.

2. How to Enter the Contest.

No purchase is necessary to enter. The Contest begins Wednesday, September 4th, 2019 at 10:30 a.m. Eastern Time (“ET”) and closes at 11:59 p.m. ET on Wednesday, September 4th, 2019 (the “Contest Closing Time”).

Eligible entrants must be a member of Instagram or become a member for free by following the instructions for Instagram at www.instagram.com. In addition to having an Instagram account, eligible entrants must become a “follower” of the official Sony Music Canada channel on Instagram at https://instagram.com/sony_music_canada (note: you can un-follow at any time). **To enter the Contest**, sign into your personal Instagram account, “like” Sony Music’s Contest post AND in the “comments” section, name your favourite Beyoncé song. **In order for your entry to be validated, your Instagram profile settings must be public.** All entries that are incomplete, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Rules may be disqualified. If you choose to enter using your mobile phone, standard data fees may apply. By entering the Contest, you affirm that all of the information listed in your Instagram account is complete and correct. By entering the Contest you hereby agree that participation in this Contest is subject to the Instagram standard terms and conditions found at <https://instagram.com/about/legal/terms/> and Instagram’s privacy policy found at <https://instagram.com/about/legal/privacy/>. To the extent that there is a conflict between these Rules and the Instagram standard terms and conditions, these Rules shall govern. This Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram. Instagram is completely released of all liability by each entrant or participant in this Contest. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest rules and regulations may be disqualified.

3. Prize

There is **one (1)** prize (“Prize”) to be awarded, consisting of:

- Beyoncé Homecoming Pullover Hoodie
- Beyoncé Homecoming Collage Sand Tee Shirt
- Homecoming Crest Pin Set

(Approx. retail value of the Prize is \$210 CAD)

The Sponsor reserves the right to substitute the Prize in whole or in part for a prize of equal or greater value in the event that any component of the Prize is unavailable for any reason. The Prize

must be accepted as awarded and no substitutions, except as identified above, will be made. The Prize may not be sold, transferred or assigned and is not convertible to cash.

4. The Draw

On Thursday, September 5th, 2019 at 11:00am ET at the offices of the Sponsor located at 150 Ferrand Dr., Toronto, one (1) eligible entrant will be randomly selected as the potential winner of the Prize from among all eligible entries received by the Contest Closing Time. The odds of winning depend on the number of eligible entries received. The Sponsor will attempt to notify the selected entrant by Instagram to the account provided by the entrant within 48 hours of the draw. In order to be declared a winner, selected entrant must unaided correctly answer a time-limited skill-testing mathematical question and, within the deadline stipulated by the Sponsor, selected entrant must sign and return to the Sponsor a Contest eligibility and liability/publicity release confirming compliance with these rules and regulations, releasing the Sponsor and its respective directors, officers, employees and agents from all liability and, except where prohibited by law, permitting the Sponsor to use the selected entrant's name, address (city and province), likeness, voice, written statements and image, without compensation, worldwide and in perpetuity, in any and all forms of media now known or hereafter devised, including the Internet, in any publicity carried out by the Sponsor. If a selected entrant is under the age of majority, the contest eligibility and liability/publicity release must be signed and submitted by the selected entrant's parent or legal guardian. Selected entrant must also provide proof of identity (photocopy of Driver's License, Passport or any other government-issued photo identification). In the event that a selected entrant is not eligible for any reason, has not correctly answered the skill-testing question or cannot be contacted after 48 hours of the first attempt to contact the selected entrant, such entrant shall be disqualified and the Sponsor shall have the right to select another entrant and the Sponsor shall be released and discharged from any liability or responsibility in this regard. No correspondence will be made except with the selected entrants.

5. General

By entering the Contest, entrants agree to abide by these rules and regulations, and further agree that the decisions of the Sponsor are final. The Sponsor reserves the right at any time without prior notice to withdraw, cancel, terminate, amend, modify or suspend the Contest if for any reason in the opinion of the Sponsor, in its sole discretion, the Contest is not capable of operating as planned or if the administration, security, fairness, integrity, or proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the online entry process or the operation of the Contest or to be acting in violation of these rules or otherwise in disruptive manner with respect to the Contest. **CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.** The Sponsor also reserves the right to cancel this Contest at any time because of any printing or other error. The Sponsor does not assume 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 transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software (including on account of traffic congestion on the Internet or at any Web site) or any combination thereof. The Sponsor shall not be liable for any errors or negligence that may arise or occur in connection with the Contest, including any injury or damage to the entrant's or

any other person's computer related to or resulting from participation in or downloading of any materials relating to the Contest or any theft, destruction or unauthorized access to, or alteration of, entries submitted online. The Sponsor is not liable for injuries, death, damages or losses of any kind resulting from acceptance or use of the Prize. In the event of a dispute, entries submitted online will be deemed to have been made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted email address.

6. Privacy and Personal Information

The Sponsor will be collecting data about entrants through the Contest entry forms. Any personal information will be handled in accordance with the privacy policy of Sony Music Entertainment Canada Inc. located at <http://www.sonymusic.ca/privacy/en/>. **Entrants are providing information to the Sponsor and not to Instagram.** By entering the Contest each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Sponsor for the purposes of implementing, administering and fulfilling the Contest. Any inquiry concerning the personal information held by the Sponsor should be addressed to Sony Music Entertainment Canada Inc. at 150 Ferrand Dr., Toronto, Ontario, M3C 3E6.

7. Publicity of Winner's Name

The name of the Prize winner may be posted on Sony Music Canada's Instagram account located at https://www.instagram.com/sony_music_canada/ before Friday, September 6th, 2019.

8. Subject to Applicable Laws

This Contest is subject to all applicable federal, provincial and municipal laws and regulations and is void where prohibited.