

"Back to School Friends" CONTEST

Contest Rules

NO PURCHASE NECESSARY

1. The Contest is held by Bel Cheese Canada Inc. (the "Contest Organizers"). It runs from August 8 at 12:00:01 a.m. (ET) until 11:59:59 p.m. (ET) on September 18, 2022 (the "Contest Period"). Disney is not a Contest Organizer.

ELIGIBILITY

2. The Contest is open to residents of Canada who have reached the age of majority in their province or territory of residence at the time of entry. Employees, representatives and mandataries of the Contest Organizers, of any company, corporation, trust, or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, suppliers of materials and services related to this Contest, as well as members of their immediate family (siblings, children, father, mother), their legal or common-law spouse and any individual with whom such employees, representatives and mandataries are domiciled are not eligible. To participate in this Contest, cookies must be accepted.

HOW TO ENTER

3. To enter the Contest, go to contestbacktoschoolfriends.ca (the "Contest Website"). You can also get to the Contest Website by scanning the QR code appearing on the Contest related material in participating stores. Once on the Contest Website, click on the "●" entry button. You will need to enter your contact information: last name, first name, email address, telephone number and province. You must declare that you have read and accept the contest rules by ticking the corresponding box. Next, click the "●" button. You will obtain one (1) participation in the contest.
4. Additional Entries. You may also choose to enter UPC codes from participating products to earn up to six (6) additional entries per day. The participating products are:
 - Babybel Original 6 servings, 120g
 - Babybel Original 12 servings, 240g
 - Babybel Original 18 servings, 360g
 - Babybel Mini Rolls, 6 servings, 102g
 - Cheese Dippers Original 4 servings, 140g
 - Kiri Original 8 servings, 144g

Limits

5. Entrants must respect the following limits otherwise they may be disqualified:
 - 5.1 Maximum limit of seven (7) entries per day, namely: one (1) entry per email address and up to six (6) additional entries by entering the participating UPC codes;

- 5.2 Use of one (1) email address per entrant when the entrant has more than one;
- 5.3 Limit of one (1) prize per person and household.

PRIZES

6. A total of fifteen (15) prizes are available, with a total approximate total retail value (ARV) of \$12, 795. Each prize consists of:
 - 6.1 One (1) Disney gift card worth \$500 USD valid on shopdisney.com;
 - 6.2 One (1) year of free cheese products, given in the form of sixty-one (61) free coupons entitling the holder to one of the following products:
 - (i) One (1) product of six (6) mini Babybel servings (120 g or 129 g);
 - (ii) Four (4) Cheese Dippers® (140g); or
 - (iii) Eight (8) Laughing Cow® servings (133 g),

The equivalent of one cheese per day. Each free coupon has an approximate maximum value of \$5.99. Max value of \$365;

7. Discount coupons are redeemable in store for Babybel®, The Laughing Cow® or Cheese Dippers® products, subject to product availability in store. The following terms and conditions apply to the coupons and gift cards:
 - The coupons expire on **September 30th, 2023**;
 - Only original coupons are valid; no reproduction;
 - Limit of one original coupon per product;
 - In case of loss, theft, damage, degradation or non-authorized use, they will not be refunded or replaced;
 - They cannot be combined with another offer or promotion;
 - They are subject to all other applicable terms, conditions and restrictions indicated on them or that may be communicated to the winners by the Contest Organizers.
8. Disney gift cards are subject to the terms and restrictions issued by the issuer of such cards and the terms and conditions of shopdisney.com.

Odds of winning

9. Prizes are awarded by means of a draw which will take place on ● at the offices of the agency of the Contest Organizers located on ●. The odds of winning a prize depend on the number of contest entries.

AWARDING OF MAIN PRIZES

10. To be declared a winner, an entrant must:

- 10.1 Be reached by phone by the Contest Organizers' representatives within ten (10) business days of the winning entry being selected on the Internet;
 - 10.2 Complete and sign the Declaration Form that the Contest Organizers will provide him or her by mail or email declaring that he or she has fulfilled all the requirements of these Contest Rules. Then, return it to the Contest Organizers in order for them to receive it within ten (10) business days of its initial receipt;
 - 10.3 Correctly answer the mathematical skill-testing question administered by the representatives of the Contest Organizers on a date and at a convenient time or on the Declaration Form;
 - 10.4 Upon request and in a timely manner, provide identification with photograph.
11. Failure to comply with one of the conditions mentioned in these Contest Rules will cause the selected entrant to be disqualified and the main prize will go back into the pool of available main prizes.
 12. Within four (4) weeks following receipt of the duly completed and signed Declaration Form, the Contest Organizers will deliver their prize to the winners by mail.

GENERAL CONDITIONS

13. **Verification.** All document allowing entry into the Contest and the Declaration Forms are subject to verification by the Contest Organizers. Any document which is, as the case may be, incomplete, illegible, mutilated, fraudulent, registered or submitted late, bearing an invalid email address or phone number, not bearing the correct answer to the mathematical skill-testing question or otherwise noncompliant shall be rejected and will not entitle to an entry or to a prize, as the case may be.
14. **Disqualification.** The Contest Organizers reserve the right to disqualify a person or to cancel one or several entries of a person who participates or tries to participate in this Contest by using methods that do not comply with these Contest Rules or that are unfair to other entrants (e.g. entries exceeding the authorized limit). Such a person may be reported to the appropriate legal authorities.
15. **Conduct of the Contest.** Any attempt to deliberately damage the Contest Website or any website related to the Contest or to sabotage the legitimate conduct of this Contest constitutes a violation of civil and criminal laws. Should there be any such attempts, the Contest Organizers reserve the right to reject the entrant's entries and to obtain legal or equitable relief under applicable laws.
16. **Acceptance of the prize.** Prizes must be accepted as described in these Contest Rules and may not, in any case, be in whole or in part transferred to another person, replaced by another prize or exchanged for cash.

17. **Liability limit: use of the prize.** By entering the Contest, any entrant selected for a prize releases and holds harmless the Contest Organizers, Disney, any company, corporation, trust or other legal entity controlled by or affiliated to them, their advertising and promotional agencies, their employees, representatives and mandataries (the "Released Parties") from and against any damage resulting from the acceptance or use of the prize.
18. **Website.** The Contest Organizers do not warrant that access to or use of the Contest Website or any website related to the Contest will be uninterrupted during the Contest Period or error-free.
19. **Liability limit: conduct of the Contest.** The Released Parties disclaim all liability for any of the following, which may limit or prevent any entrant's participation in the Contest: malfunctioning of the Contest Website, of any computer component, software or communications line; loss or lack of a communications network; or any transmission that is faulty, incomplete, incomprehensible or erased by any computer or network. The Released Parties also disclaim all liability for any damages or losses that may be caused, directly or indirectly, in whole or in part, by the downloading of any web page or software or by the transmission of any information related to participation in the Contest.
20. **Contest modification.** The Contest Organizers reserve the right, at their sole discretion, to cancel, terminate, change or suspend this Contest, in whole or in part, should human intervention or an event take place that could alter or affect the administration, security, impartiality or conduct of the Contest as provided in these Contest Rules, subject to approval by the *Régie des alcools, des courses et des jeux du Québec*, if required.
21. **Termination of participation in the Contest.** In the event that the computer system does not work as intended during the Contest Period for whatever reason, or if participation in the Contest must be terminated in whole or in part before the closing date provided in these Contest Rules, the Contest Organizers may, at their sole discretion, proceed with a draw among the main prize winning entries duly registered during the Contest Period or, as the case may be, up to the date of the event that ended participation in the Contest to award the main prizes.
22. **Prize limit.** In no event shall the Contest Organizers be required to award more main prizes than indicated in these Contest Rules or to award a main prize otherwise than in compliance with these Contest Rules.
23. **Liability limit: entry in Contest.** People who enter or try to enter this Contest release the Released Parties from any liability for damage these said people may incur as a result of their entry or their attempt to enter the Contest.
24. **Authorization.** By entering this Contest, any entrant selected for a main prize authorizes the Contest Organizers and their representatives to use, if required, his/her name, photo, likeness, voice, place of residence and/or statement regarding the prize for publicity purposes, without any form of compensation.

25. **Communication with entrants.** No communication or correspondence related to this Contest shall be exchanged with entrants except as provided for in these Contest Rules or at the participant's initiative.
26. **Personal information.** Entrants' personal information collected for the purpose of the Contest will only be used to administer the Contest. No commercial or other communications unrelated to the Contest will be sent to entrants unless they have otherwise agreed to receive such communications.
27. **Property.** Declaration Forms are the property of the Contest Organizers and shall not in any case be returned to entrants.
28. **Entrant identification.** For the purpose of these Contest Rules, the entrant is the person whose name appears on the entry form and the prize will be awarded to this person if he/she is declared a winner.
29. **Contest Organizers' decision.** Any decision by the Contest Organizers or their representatives regarding this Contest is final and without appeal, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.
30. **Litigation.** For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
31. **Unenforceability.** If a section of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.
32. **Language.** In case of any discrepancy between the French and English versions of these Contest Rules, if a French version is available, the French version shall prevail.