

Promotions - General Rules (United Kingdom, European Union and Ireland)

Last Updated Date:

July 28, 2026

These General Rules ("Rules") are applicable to trade incentive promotional prize giveaways, competitions, and contests (each a "Promotion") conducted by Arctic Wolf Networks, Inc. or the Arctic Wolf affiliate identified in the Promotion-specific rules (the "Sponsor") in the United Kingdom, Member States of the European Union, and Ireland, and should be read in conjunction with any Promotion-specific rules published for a particular Promotion. To the extent the Promotion-specific rules differ from these Rules, the Promotion-specific rules will govern and control the conduct of that Promotion, subject to applicable law.

Who Can Enter

1. Participants must be at least 18 years old, be a legal resident of a country expressly included in the Promotion-specific rules, and meet any additional eligibility requirements stated for the Promotion ("Entrant"). An Entrant must participate in an individual capacity, even if eligibility arises from the Entrant's relationship with an employer or other organization. An Entrant represents that participation and acceptance of any prize are permitted by the Entrant's employer and by all applicable policies, contracts, procurement requirements, codes of conduct, and laws. Sponsor may require written employer approval before awarding a prize.
2. Government officials and employees, employees of state-owned or state-controlled entities, public-sector procurement personnel, and any other person who may not lawfully accept the prize are ineligible. A person is also ineligible if participation or acceptance could create an actual or apparent conflict of interest, improper inducement, commercial bribery concern, or violation of an applicable gift or ethics rule.
3. Employees of Sponsor, its affiliates, subsidiaries, agents, advertising and promotion agencies, and prize suppliers involved in the Promotion ("Released Parties"), and their immediate family members or persons living in the same household, are not eligible. Also ineligible is any person subject to an obligation that prohibits participation or acceptance of a prize.
4. Promotions are not available to the general public unless expressly stated in the Promotion-specific rules.
5. Promotions are void outside the eligible countries and where prohibited or restricted by law. A Promotion may exclude any country or territory where local registration, authorization, translation, tax, or other requirements have not been completed.
6. Each Entrant agrees to these Rules, the Promotion-specific rules, and the Sponsor's decisions, which are final and binding to the extent permitted by law. Nothing in these Rules limits an Entrant's mandatory statutory rights.

Timing

7. Each Promotion will have a starting date and time and ending date and time (the "Entry Period"), including the applicable time zone, specified in the Promotion announcement. Sponsor must receive all entries before the Entry Period ends. Sponsor will be the official timekeeper.

How to Enter

8. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT, BUSINESS RELATIONSHIP, OR SALES TRANSACTION WILL NOT IMPROVE THE ODDS OF A PRIZE AWARD. Every Promotion will contain terms specific to that Promotion.

The following information will be published in the Promotion announcement and will become part of these Rules:

- the Entry Period;
- eligible countries and specific eligibility requirements;
- what an Entrant must do to qualify or participate, including any entry limit;
- how and when winners will be determined, including judging criteria and tie-breaking procedures where applicable;
- the number, nature, and value of the available prizes; and
- any material restriction or condition affecting participation, prize availability, or the chances of winning.

Winner Notification and Verification

9. Prize award is subject to eligibility verification. A potential winner will be notified by email, mail, or phone with instructions on how to claim a prize, unless otherwise stated in the Promotion-specific rules. Failure to respond, provide required information or documents within the stated period, or accept the prize may result in disqualification.

and selection of an alternate winner. Sponsor may disqualify an Entrant or potential winner whose participation breaches these Rules, subject to applicable law.

Prize Restrictions

10. Unless otherwise stated, prize values will be expressed in pounds sterling for United Kingdom Promotions and euros for European Union and Ireland Promotions. If conversion is required, Sponsor may use a commercially reasonable exchange rate determined near the time the Promotion is launched or the prize is awarded. No substitution or transfer of a prize by a winner is permitted. Sponsor may substitute a prize of equal or greater value if reasonably necessary. Sponsor will not award more than the stated number of prizes, except as required by law. Winners are responsible for taxes, duties, fees, and expenses not expressly included, subject to applicable law. Prizes are awarded “as is” without any warranty by Sponsor, except for rights or guarantees that cannot lawfully be excluded. Brands, social media platforms, and prize manufacturers identified in a Promotion are not sponsors or administrators unless expressly stated. Gift cards are subject to issuer terms and are not redeemable for cash except where required by law.

General Rules

11. Participation constitutes the Entrant's agreement to these Rules and all eligibility requirements. Winning is contingent upon fulfilling all requirements. Sponsor may amend these Rules where reasonably necessary for legal, regulatory, security, or administrative reasons, provided that no amendment will unfairly disadvantage Entrants who have already entered. Sponsor may publish or provide winner information only to the extent permitted or required by applicable law. Where required, Entrants will be given an opportunity to object to or limit publication.

12. For random drawings, the odds of winning depend on the number of eligible entries received. For competitions determined by skill, odds do not apply. Any judging criteria and tie-breaking procedure will be stated in the Promotion-specific rules. Winner selection will be random, independently supervised, or conducted by a demonstrably fair and verifiable process, as applicable.

13. Sponsor may disqualify an individual reasonably suspected of tampering with the entry process or operation of the Promotion, supplying false information, violating the Rules, attempting to obtain an unfair advantage, or acting in an abusive, threatening, disruptive, or unsportsmanlike manner. Any disqualification will be made fairly and in accordance with applicable law.

14. ANY ATTEMPT TO DELIBERATELY DAMAGE A WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF A PROMOTION MAY VIOLATE CIVIL OR CRIMINAL LAW. SPONSOR RESERVES THE RIGHT TO SEEK AVAILABLE REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

15. Sponsor may extend, modify, suspend, or cancel a Promotion if an event beyond Sponsor's reasonable control materially impairs its integrity, security, fairness, administration, or proper operation. If lawful and reasonably practicable, Sponsor will award prizes from eligible, non-suspect entries received before the action was taken and will communicate material changes promptly.

16. Sponsor is not responsible for failures of communications networks, websites, internet or email services, platforms, devices, systems, or delivery services; inaccurate information caused by users or equipment; or entries or notices that are lost, late, incomplete, corrupted, misdirected, intercepted, filtered, or undeliverable, except to the extent responsibility cannot be excluded by law.

Privacy and Publicity

17. Sponsor will process personal information to administer the Promotion, verify eligibility, select and contact winners, deliver prizes, prevent fraud, and comply with law, in accordance with the applicable Arctic Wolf privacy notice and applicable data protection law, including the UK GDPR or EU GDPR as applicable. Any consent for direct marketing or use of a winner's name, image, voice, statements, or likeness for advertising will be requested separately where required and may be refused without affecting entry or prize eligibility. Personal information may be transferred internationally subject to applicable safeguards. Entrants may exercise applicable data protection rights by following the instructions in the privacy notice.

Releases

18. By participating, where permitted by law, an Entrant releases the Released Parties from liability, loss, injury, or damage arising directly from participation in the Promotion or acceptance, possession, use, or misuse of a prize. NOTHING IN THESE RULES EXCLUDES OR LIMITS LIABILITY FOR FRAUD, FRAUDULENT MISREPRESENTATION, WILLFUL MISCONDUCT, DEATH OR PERSONAL INJURY CAUSED BY NEGLIGENCE, BREACH OF NON-EXCLUDABLE STATUTORY RIGHTS, OR ANY OTHER LIABILITY THAT CANNOT BE EXCLUDED OR LIMITED BY LAW.

Choice of Law

19. Each Promotion is subject to applicable law in the eligible countries. Except where prohibited and without limiting any mandatory rights or forum available to an Entrant under local law, these Rules are governed by the laws of England and the courts of England will have non-exclusive jurisdiction. An Entrant may bring a claim in any court that has jurisdiction under applicable consumer or other mandatory law.

20. If any provision is held invalid, illegal, or unenforceable, it will be enforced to the maximum extent permitted and the remaining provisions will remain in effect. Sponsor's failure to enforce a provision is not a waiver. Headings are for convenience only.

Sponsor

Arctic Wolf Networks, Inc., 8939 Columbine Road, Suite 150, Eden Prairie, MN 55347, USA, or the Arctic Wolf affiliate identified in the Promotion-specific rules.