

Promotions - General Rules (US and Canada)

Last Updated Date: July 28, 2026

These General Rules ("Rules") apply to trade incentive promotional prize giveaways, sweepstakes, 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") and should be read in conjunction with the terms published for the applicable Promotion (the "Promotion-Specific Rules"). If the Promotion-Specific Rules conflict with these Rules, the Promotion-Specific Rules will control to the extent permitted by applicable law.

Who Can Enter

1. Unless the Promotion-Specific Rules state otherwise, an entrant must be an individual who is the age of majority in the entrant's state, province, or territory of residence and a legal resident of one of the 50 United States, the District of Columbia, or Canada (excluding Quebec) (an "Entrant"). Eligibility may be limited further, including to invited resellers, channel partners, customers, prospective customers, event attendees, or recipients of a Promotion announcement.
2. 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.
3. Employees, officers, directors, and agents of Sponsor, its affiliates and subsidiaries, and Sponsor's advertising, promotion, and fulfillment agencies involved in the Promotion ("Released Parties"), and members of their immediate families or households, are not eligible unless the Promotion-Specific Rules expressly provide otherwise and applicable law permits participation.
4. 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.
5. Promotions are not open to the general public unless the Promotion-Specific Rules expressly say so. Promotions are void outside the stated eligibility area and wherever prohibited or restricted by law.
6. By entering, each Entrant agrees to these Rules, the Promotion-Specific Rules, and Sponsor's decisions, which are final and binding to the extent permitted by law.

Timing

7. The Promotion-Specific Rules will identify the start date and time and the end date and time (the "Entry Period"), including the applicable time zone. Sponsor must receive an entry during the Entry Period. Sponsor's designated system or clock will be the official timekeeper for all Promotions unless applicable law requires otherwise.

How to Enter

8. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN A CHANCE-BASED PROMOTION. A PURCHASE, PAYMENT, BUSINESS RELATIONSHIP, OR SALES TRANSACTION WILL NOT IMPROVE THE ODDS OF WINNING. If an entry method involves a purchase, transaction, attendance requirement, referral, sales activity, or other item of value, the Promotion-Specific Rules will provide a free, reasonably accessible alternative method of entry with equal dignity and equal odds, unless the Promotion is a bona fide skill contest structured in accordance with applicable law.

Every Promotion will state:

- the Entry Period, and eligibility requirements and limitations;
- how and when winners will be selected;
- any geographical or regional allocation of prizes;
- the number, description, and approximate retail value of each prize;
- any material restriction, deadlines, judging criterion, tie-breaker, or condition applicable to the Promotion; and
- the odds of winning a chance-based Promotion.

9. Entries must be complete, accurate, and submitted by the Entrant. Automated, scripted, bulk, fraudulent, mechanically reproduced, or otherwise unauthorized entries are prohibited. Multiple Entrants may not share the same email account or identity. Sponsor may void entries that are late, lost, incomplete, illegible, corrupted, misdirected, or submitted in violation of these Rules, subject to applicable law.

Winner Selection, Notification, and Verification

10. For a sweepstakes or other chance-based Promotion, potential winners will be selected by a random drawing from eligible entries. For a skill contest, winners will be determined using the objective judging criteria stated in the Promotion-Specific Rules. Sponsor may use an independent judging or administration organization.

11. A potential winner will be notified using the contact information supplied at entry and must respond within the time stated in the notice or Promotion-Specific Rules. Before a prize is awarded, Sponsor may require proof of identity, age, residence, eligibility, employer approval, a completed declaration of eligibility, a liability and publicity release where lawful, and tax documentation.

12. A Canadian resident selected as a potential winner must, without assistance, correctly answer a time-limited mathematical skill-testing question before being confirmed as a winner. If the potential winner answers incorrectly, fails to respond on time, is ineligible, declines the prize, or does not return required documentation, the potential winner will be disqualified and Sponsor may select an alternate winner using the same selection method, subject to applicable law.

13. For a U.S. winner, Sponsor may require a completed IRS Form W-9 and may report prize value to the Internal Revenue Service and other taxing authorities as required by law. A winner is responsible for obtaining independent tax advice. Sponsor does not represent that a prize is tax-free in any jurisdiction.

Prizes and Restrictions

14. Unless otherwise stated, U.S. prize values are expressed in U.S. dollars and Canadian prize values are expressed in Canadian dollars. 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.

15. No transfer, assignment, or substitution of a prize by a winner is permitted, and no cash equivalent will be provided, except where Sponsor permits or applicable law requires. Sponsor may substitute a prize with one of equal or greater value if the advertised prize becomes unavailable. Sponsor will not award more than the stated number of prizes, except as required by law.

16. A winner is responsible for all federal, state, provincial, territorial, and local taxes, duties, fees, and expenses not expressly included in the prize. Prizes are awarded "as is" and without any warranty by Sponsor, express or implied, except where a warranty cannot lawfully be excluded. Any manufacturer or issuer warranty remains subject to its own terms. Gift cards and certificates are subject to issuer terms and applicable law and are not redeemable for cash except where required by law.

17. Brands, social media platforms, and prize manufacturers identified in a Promotion are not sponsors or administrators of the Promotion unless expressly stated. The Promotion is not endorsed by, administered by, or associated with them. Sponsor is not responsible for loss or damage after a prize has been delivered to the confirmed winner, except to the extent caused by Sponsor or as otherwise required by law.

Promotion Administration

18. Sponsor may disqualify an Entrant who Sponsor reasonably believes has: (a) tampered with the entry or selection process; (b) supplied false information; (c) violated these Rules or the Promotion-Specific Rules; (d) acted in an abusive, threatening, disruptive, or unsportsmanlike manner; or (e) attempted to obtain an unfair advantage. Any disqualification will be made in accordance with applicable law.

19. Sponsor may suspend, modify, extend, or cancel a Promotion if fraud, technical failure, cybersecurity incident, unauthorized intervention, force majeure event, legal or regulatory requirement, or another event beyond Sponsor's reasonable control impairs the integrity, security, fairness, administration, or proper operation of the Promotion. If lawful and practicable, Sponsor may award prizes from eligible, non-suspect entries received before the action was taken.

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

Publicity, Endorsements, and Privacy

21. Except where prohibited by law, a confirmed winner grants Sponsor permission to use the winner's name, city and state, province, or territory, prize information, photograph, voice, statements, and likeness for Promotion-related advertising and publicity without additional compensation or notice.

22. Receipt of a prize does not require an Entrant or winner to endorse, review, recommend, or promote Sponsor or its products or services unless the Promotion-Specific Rules expressly include a lawful and separately disclosed activity. Any resulting endorsement must be truthful and must clearly and conspicuously disclose the material connection to Sponsor, including the receipt or possibility of receiving a prize.

23. Sponsor will collect, use, disclose, retain, and protect personal information in accordance with Sponsor's applicable privacy notice and applicable privacy law. Information may be used to administer the Promotion, verify eligibility, communicate with Entrants, fulfill prizes, satisfy legal obligations, prevent fraud, and publish winner information where permitted or required. Marketing communications will be sent only where Sponsor has a lawful basis and will include required unsubscribe or preference-management options. Personal information may be processed in the United States and other jurisdictions where Sponsor or its service providers operate, subject to applicable safeguards.

24. Where permitted by law, Sponsor may provide a winners list or make legally required winner disclosures. Instructions for requesting a winners list, if applicable, will appear in the Promotion-Specific Rules. Sponsor may redact or limit personal information to the extent permitted by law.

Releases and Limitations of Liability

25. To the fullest extent permitted by law, by participating, an Entrant releases and holds harmless Released Parties from claims, losses, liabilities, damages, costs, and expenses arising from participation in the Promotion or acceptance, possession, use, or misuse of a prize, except for claims that cannot lawfully be waived or limited.

26. TO THE FULLEST EXTENT PERMITTED BY LAW, THE RELEASED PARTIES WILL NOT BE LIABLE FOR INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES ARISING OUT OF A PROMOTION. NOTHING IN THESE RULES EXCLUDES OR LIMITS LIABILITY FOR FRAUD, WILLFUL MISCONDUCT, GROSS NEGLIGENCE WHERE IT CANNOT BE LIMITED, DEATH OR PERSONAL INJURY CAUSED BY NEGLIGENCE, OR ANY OTHER LIABILITY THAT CANNOT BE EXCLUDED OR LIMITED BY LAW.

27. Some jurisdictions do not allow certain releases, warranty disclaimers, or limitations of liability. For Entrants in those jurisdictions, these provisions apply only to the maximum extent permitted by applicable law and do not affect non-waivable statutory rights.

Governing Law and Disputes

28. Each Promotion is subject to applicable U.S. federal law, the laws of each participating U.S. state and locality, applicable Canadian federal law, and the laws of each participating Canadian province or territory. Consumer protection and other mandatory rights that apply based on an Entrant's residence are not waived.

29. Except where prohibited by law or where mandatory local law applies, all disputes arising from a Promotion in the US will be resolved individually and exclusively in the state or federal courts located in Hennepin County, Minnesota, and the Rules will be governed by Minnesota law, without regard to conflict-of-law principles.

Except where prohibited by law or where mandatory local law applies, all disputes arising from a Promotion in the Canada will be resolved individually and exclusively in the state or provincial courts located in Toronto, Ontario, and the Rules will be governed by Ontario law, without regard to conflict-of-law principles. This provision does not require a Canadian Entrant to waive any right to bring a claim in a forum available under mandatory provincial or territorial law.

30. If any provision of these Rules is held invalid, illegal, or unenforceable, that provision 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.