

The Alabama Department of Public Health (ADPH) is sponsoring a TikTok Contest for persons between the ages of 13-24 to encourage them to become vaccinated against COVID-19 before returning to school. To participate, contestants must submit a TikTok video showing themselves getting vaccinated or include a creative message explaining, "This is why I got vaccinated."

On August 13, 2021, four winners will be selected by a panel of judges composed of advertising professionals and ADPH personnel, based on the creativity, originality, and popularity (likes & shares) of their TikToks. All videos must tag @alcovidvaccine, #getvaccinatedAL, and #ADPH.

Submittals

- TikTok videos can be submitted between July 16 – August 6, 2021. No submittals will be received after August 6, 2021.
- To enter, participants must have a TikTok account or create one for free by visiting www.tiktok.com. By creating an account and submitting personal information, participants agree to the terms of use and privacy policy of TikTok.
- Participants should follow ADPH's TikTok account as indicated and respond to any Contest offer posted by ADPH on its TikTok page at <https://www.tiktok.com/@littlebeebooks> by "Tagging" "Liking," "Commenting" or otherwise responding in the manner and time period set forth in the offer (the "Entry Period"). The "Like," or "Comment," "Tag" or other required response must include all information required in the offer.

Award

- 4 winners will each receive a \$250 VISA gift card.
- Winners will be announced on August 13, 2021, via the @alcovidvaccine TikTok account, and promoted on ADPH social media. Winners will be contacted via direct message on TikTok from @alcovidvaccine.

Judging

- Winners will be determined based on creativity, originality, and popularity (likes & shares).

Rules for Participants

- Participants must be between the ages of 13-24.
- Video content must show the contestant getting vaccinated and/or have a vaccination message explaining "This is my why." **ADPH does not endorse the vaccination of minors (under the age of 19) without parental consent. Parental consent must be obtained for any minor receiving a vaccination while participating in the contest.***
- All videos must tag @alcovidvaccine, #getvaccinatedAL, and #ADPH.
- Any video with profanity or offensive messaging will be immediately disqualified and deleted.
- Participants should review and adhere to TikTok's community guidelines at: <https://www.tiktok.com/community-guidelines>
- By participating, contestants agree to the use of their content on ADPH's social media sites and its website at alabamapublichealth.gov.

***A "minor" does not include persons who have graduated from high school, or who are emancipated, married, divorced or pregnant.**

Non-Discrimination Statement: ADPH does not discriminate on the basis of race, creed, color, religion, national origin, age, sex or disability, or any other characteristic protected under applicable federal or state law.

Privacy Notice: Participation in this contest is completely voluntary. Personal information requested from contestants (including name, date of birth, etc.) will be used solely for purposes of this contest, including to notify the winners and award prizes. By participating, contestants agree that they may be contacted by email or telephone regarding this contest. ADPH prohibits commercial marketing and disclosure of personal information without prior consent.

1. **Eligibility:** Open only to residents of Alabama who are 13 years of age or older at time of entry. Eligible Entrants who are under the legal age of majority in Alabama must get their parent or legal guardian's permission to participate in the Contest. A Minor Entrant will be required to provide parental consent in a form satisfactory to the Alabama Department of Public Health (ADPH), the Event Sponsor, before he or she can be declared a winner and any prize can be awarded under the terms of these Official Rules. Employees of the Event Sponsor, and its parent, affiliates, subsidiaries, and advertising and promotion agencies involved in this Contest, and their immediate family members (parent, child, spouse, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each, whether or not related, are not eligible to participate in or win the Contest. All applicable federal, state, and local laws apply.
2. **HOW TO ENTER:** Entry does not require a payment or a purchase of any kind. To enter the Contest, an Entrant must have a TikTok account. If you do not have a TikTok account, you may create one for free by visiting www.tiktok.com. By submitting your information and creating an account, you agree to the terms of use and privacy policy of TikTok. If you do not agree to such terms of use and privacy policy, you cannot create an account or participate in this Contest. Event Sponsor may not receive Entries from TikTok users with "private" updates (i.e., Entrant has set his or her account so that only people the Entrant has approved can view his or her updates.) If Entrant is using his or her mobile device to enter, charges, including message and data rates, may apply. Entrants should consult their wireless service provider regarding its pricing plans.

To enter, follow the Event Sponsor's TikTok account as indicated and respond to any Contest offer posted by Event Sponsor on its TikTok page at <https://www.tiktok.com/@littlebeebooks> by "Tagging" "Liking," "Commenting" or otherwise responding in the manner and time period set forth in the offer (the "Entry Period"). The "Like," or "Comment," "Tag" or other required response must include all information required in the offer. Entries generated by script, macro or other automated means are void, as are entries that are illegible, garbled, incomplete or that contain errors. Normal time, toll, connection and usage rates, if any, charged by your Internet service provider will apply. All entries become the property of the Event Sponsor. No other entry method will be accepted.

3. **WINNER SELECTION:** Contest winners will be selected by a panel of ADPH employees and external advertising professionals. Entries will be judged on creativity, originality, likes, and shares. Decisions of the Event Sponsor are final and binding with respect to all matters related to the Contest.
4. **WINNER NOTIFICATION/VALIDATION:** The potential Winner(s) will be asked for an eligible email address by Direct Message and will then be notified by email and may be required to execute and return an Affidavit of Eligibility/Release of Liability/Publicity (where legal) form within seven (7) days of date of attempted notification. If winner is a Minor, all documents must be signed by parent or legal guardian. Noncompliance within this time period, with these Official Rules or the return of any prize/prize notification may result in disqualification and, at the Event Sponsor's

discretion, an alternate potential winner may be selected by the Event Sponsor. Prizes will be fulfilled approximately 4-6 weeks after winner validation. Any winner later determined to be ineligible may be required to return his/her prize. Any taxes on prizes are the responsibility of the winners.

5. **PRIZE:** The prize mentioned in the Contest offer is the only prize(s) available. No transfer, substitution or cash redemption will be awarded in lieu of stated prize except by the Event Sponsor, who reserves the right to substitute a prize (or portion thereof) of comparable or greater value, in its sole discretion, if the advertised prize becomes unavailable. All prize details are at the sole discretion of the Event Sponsor.

6. **GENERAL RULES:** Acceptance of prize constitutes permission to the Event Sponsor and its designees to use each winner's name, city, state, likeness, voice, biographical information and statements for purposes of advertising, promotion and publicity in any and all media, now or hereafter known, throughout the world in perpetuity without additional compensation, notification or permission, unless prohibited by law. By participating, Entrant (i) agrees to release and hold the Event Sponsor, and its parent, affiliates, subsidiaries, and advertising and promotion agencies, and each of their respective directors, officers, employees and assigns (collectively, the "Released Parties"), harmless against any and all claims and liability arising in whole or in part, directly or indirectly, out of participation in the Contest or misuse, nonuse or use of any prize; (ii) waives all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter; and (iii) agrees to be bound by these Official Rules. Released Parties are not responsible for incomplete, lost, late, damaged, inaccurate, illegible, misdirected, garbled, delayed or undelivered entries or referrals; or for technical hardware or software malfunctions or failures of any kind, lost, unavailable network connections, or failed, incomplete, garbled or delayed computer transmission, which may limit an individual's ability to participate. The Event Sponsor reserves the right in its sole discretion, to cancel, suspend or modify the Contest, or to disqualify any implicated entrant(s), (and their entries) if any fraud, virus, actions by entrants, technical or other error or problem, or any other occurrence corrupts or affects the administration, integrity, security, or proper play of the Contest, as determined by the Event Sponsor in its sole discretion. In the event the Contest is cancelled prior to the stated end date, a notice will be posted at <https://www.tiktok.com/@littlebeebooks> CAUTION: Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the Contest is a violation of criminal and civil laws. In the event a dispute arises regarding a specific individual entitled to receive a prize, entries will be declared made by the authorized account holder of the TikTok account submitted at the time of entry and any damage made to the web site will also be the responsibility of the authorized account holder. "Authorized account holder" is defined as the person who is assigned to a TikTok account name by TikTok. Released Parties are not responsible for any technical, mechanical, printing, typographical, human or other error relating to or in connection with the Contest, including, without limitation, errors which may occur in the administration of the Contest, the processing of entries, the announcement of the prize or in any Contest-related materials; or for any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Contest.

7. **NO WARRANTIES:** The Event Sponsor makes no warranties covering any of the prizes furnished as part of this Contest. Any prize, and all materials furnished as part of or in connection with this Contest are provided "as is" without warranty of any kind, either express or implied, including without limitation the implied warranties of merchantability, and fitness for a particular purpose.
8. **GOVERNING LAW:** This Contest and the rights and obligations of the Event Sponsor and participants will be governed by and controlled by the laws of the State of Alabama, applicable to contracts made and performed therein without reference to the applicable choice of law provisions.
9. **DISPUTES:** In the event of any dispute between the winner and the Event Sponsor that involves the payment of money, a party's sole remedy is the filing of a claim with the Board of Adjustment of the State of Alabama. For any and all other disputes arising under the terms of this contract which are not resolved by negotiation, the parties agree to utilize appropriate forms of non-binding alternative dispute resolution including, but not limited to, mediation. Such dispute resolution shall occur in Montgomery, Alabama, utilizing where appropriate, mediators selected from the roster of mediators maintained by the Center for Dispute Resolution of the Alabama State Bar.
10. **PRIVACY:** Winner's name and contact information will be used in order to contact winner for the purpose of fulfillment of prizes.
11. **NO IMPLIED ENDORSEMENT:** The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or company, including TikTok or the inclusion of a product or service as the prize, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such product or service and, except as otherwise indicated, no association or endorsement is intended or should be inferred.
12. **WINNER NAME.** Names of winners (first name / city) will be posted on the Event Sponsor's TikTok page when available.