

THE INSIDE MAN

BIGGEST FAN CONTEST (“PROMOTION”)

OFFICIAL PROMOTION RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. DO NOT PARTICIPATE IN THE PROMOTION UNLESS YOU MEET THE ELIGIBILITY REQUIREMENTS SET FORTH BELOW AND ARE PHYSICALLY LOCATED IN THE 50 United States (including District of Columbia), Canada (excluding Quebec), any member state of the European Union, Switzerland, Singapore, Australia, Japan, United Kingdom, New Zealand, Chile, Argentina, and Brazil AND EXCLUDING A LOCATION (E.G., A STATE, COUNTY, PROVINCE, CITY, COUNTRY, OR CONTINENT, AS APPLICABLE) WHERE PROMOTIONS ARE PROHIBITED AT THE TIME OF ENTRY.

1. **SPONSOR:** KnowBe4, Inc., 33 N. Garden Ave., Suite 1200, Clearwater, FL 33755 and its affiliated companies (“**Sponsor**”).

This contest is not sponsored, endorsed, administered by, or associated with Facebook, Instagram, LinkedIn, Twitter, or Spiceworks.

The participation in the Promotion is fully free of charge and does not require any purchase of goods or services.

These terms and conditions can be found on <https://insideman.knowbe4.com/>

2. **ELIGIBILITY:** This contest is open only to legal residents (must be legally domiciled) in the 50 United States (including District of Columbia), Canada (excluding Quebec), any member state of the European Union, Switzerland, Singapore, Australia, Japan, and the United Kingdom, New Zealand, Chile, Argentina, and Brazil who are 18 years of age or older as of the date of entry. The contest is not intended for residents of locations where contests are prohibited by law and shall be construed according to, and governed exclusively by the laws of the United States. Employees or contractors of the Sponsor, its parent, related and affiliated companies, subsidiaries, departments or agencies, franchisees, suppliers, advertising and promotional agencies, contest administrators, and any other parties engaged in the development, production, or distribution of contest materials, and immediate family members or household members of anyone so employed or contracted are NOT eligible to enter the contest or accept a prize in this Promotion. The contest is void where prohibited by law. “**Immediate family members**” shall mean parents, step-parents, grandparents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “**Household members**” shall mean people who

share the same residence at least three (3) months a year, whether related or not.

3. **BRIEF OVERVIEW OF THE PROMOTION:** THE INSIDE MAN Biggest Fan Contest is being conducted in two (2) phases, as follows:

Phase 1 / Entry Phase (“Entry Phase”): You (as the “Entrant”) may enter via creation of a post (each, a “**Social Media Post**”) on Facebook, Instagram, LinkedIn, Twitter, or Spiceworks (each, an eligible “**Social Media Platform**”), using your skills, to show *why* you are the biggest fan of THE INSIDE MAN series using the hashtag **#TheInsideManBiggestFanContest** during the period beginning September 1st, 2024, at 12:00 A.M. U.S. Eastern Time and ending September 30th, 2024, at 11:59 P.M. U.S. Eastern Time. Please be sure to include the hashtag **#TheInsideManBiggestFan** in your Social Media Post or else your submission will not be received. Upon completion of the Social Media Post, Entrant will have made one (1) eligible submission (an “**Entry**” or “**Entries**” for multiple submissions) into the Promotion. Entries must be age-appropriate for a broad general audience, including young children, as determined by Sponsor. Entries received after the deadline set forth are ineligible, null, and void. Sponsor will not be responsible for, and will not consider, Entries that are late, incorrect, contain false or incomplete information, or that otherwise do not conform with or satisfy any or all of the Rules of the Promotion, as set forth in this Section 3. Sponsor will not consider Entries that are incorrectly tagged or submitted and therefore are not received by Sponsor for any reason. Entrant grants Sponsor a non-exclusive license to use all Entries for any purpose. No correspondence will be entered into except with selected Entrants. Proof of transmission (for example, a screenshot or capture) does not constitute proof of Entry or receipt of an Entry.

Phase 2 / Winner Selection (“Judging Phase”): Judging will take place on or around October 4th, 2024. The Judges (as defined below) will score the eligible Entries based on the Criteria below to select potential Prize Winners (each, a “**Prize Winner**”), as further defined in Section 7, subject to verification and compliance with these Rules (“**Rules**”).

Any duplicate or materially similar Entries will be disqualified. In the event that the same Entry is received from more than one (1) Entrant, the Entry will be deemed to be submitted by the first Entrant who the Entry was received from. Sponsor reserves the right to contact Entrant for possible use in future promotional material and may ask Entrant to sign a release. The Entrant for any Social Media Platform is the “authorized account holder” which is defined as the natural person to whom the account is registered on the applicable Social Media

Platform. If a dispute cannot be resolved to Sponsor's satisfaction, the affected Entry will be deemed ineligible.

4. **WHAT THE JUDGES ARE LOOKING FOR:** Sponsor's appointed panel of judges, consisting of employees of Sponsor (the "**Judges**"), will score the skill of the eligible Entries based on the following criteria ("**Criteria**"): Creativity (50%) and Originality (50%). "Creativity" may include factors such as the use of various multimedia and other means employed by the Entrant to set their Entry apart from other entries. "Originality" may include the various means or methods used by Entrant to demonstrate they are the biggest fan. The Judges will choose the top highest-scoring Entries from the Criteria. Evaluations of Entries submitted as part of the Promotion will be judged entirely in the sole and absolute discretion of the Judges. Decisions by the Judges are final and binding.

TIED ENTRIES: In the event of a tie, such tie will be broken by the Judges based on the first Criterion – Creativity. The decision of the Judges shall be final and binding.

ENTRY REQUIREMENTS, LIMITATIONS, AND GUIDELINES: Entries should adhere to all specifications included in these Rules. Should an Entrant submit multiple Entries where more than one Entry is scored to be a potential Prize Winner, the Entrant's highest-scored Entry will be used to determine the Entrant's Prize Winner eligibility, and Entrant's other Entries will automatically be disqualified from prize eligibility. Any Entry that fails to meet the specifications in these Rules may be disqualified, as determined by Sponsor, in its sole discretion. All Entries must be received during the Entry Period. Proof of submitting an Entry does not constitute proof of receipt or entry into the Promotion.

ODDS OF WINNING: The odds of winning are not predetermined and depend on the number of eligible Entries received by Entrants during the Entry Period.

5. **PROMOTION ENTRY REQUIREMENTS/LIMITATIONS:**
 - a. The Entry must be authorized. This means that you must have the legal right and any permissions necessary to submit the post via Facebook, Instagram, LinkedIn, Twitter, or Spiceworks. By submitting the post via Facebook, Instagram, LinkedIn, Twitter, or Spiceworks, you hereby represent that you have all rights necessary to submit the Entry and to distribute the video or content in the Social Media Post through the applicable Social Media Platform.

- b. The Entry must be your original work and must not infringe on the copyright, trademark, privacy, publicity, or any other intellectual property right of any person or entity.
- c. The Entry must meet all specifications set forth by Sponsor in these Rules and/or instructions, including, without limitation, format, duration, file size, length, standards and practices requirements, and any other specifications.
- d. The Entry must not, in the sole discretion of Sponsor, contain any inappropriate content including but not limited to, material which is (or promotes activities which are) abusive, harassing, threatening, an invasion of a right of privacy of another person, bigoted, hateful, racially offensive, discriminatory (based on race, sex, religion, national origin, disability, sexual orientation, age, or other protected characteristics), violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), vulgar, obscene, pornographic, or otherwise sexually explicit, harmful, or can reasonably be expected to harm any person or entity, profane, offensive, or otherwise objectionable as determined by Sponsor and/or Administrator in their sole discretion. The Entry must also not contain material that promotes activities which: are illegal; encourage or advocate illegal activity or the discussion of illegal activities with the intent to commit them (including but not limited to videos or photographs that are, or represent an attempt to engage in, child pornography, stalking, sexual assault, fraud, trafficking in obscene or stolen material, underage drinking, drug dealing and/or drug abuse, harassment, computer hacking, theft, or conspiracy to commit any criminal activity); or are otherwise unlawful. The Entry must not violate these Rules.
- e. The Entry must not disparage or defame the Promotion Entities, as defined below in Section 9, or any other person or entity.
- f. Any Entry that fails to meet Sponsor's specifications may be disqualified at Sponsor's sole discretion.
- g. You, as Entrant, represent and warrant that: (i) you are the sole and exclusive owner of the Entry and all rights in and to the video, photo, or other content included in your Social Media Post; (ii) you have the full and exclusive right, power, and authority to submit the Entry to Sponsor upon the terms and conditions set forth herein; (iii) no rights in the Entry have previously been granted to any person, firm, corporation, or other entity or have otherwise been exercised or exploited; (iv) the Entry has not been

submitted for any other contest(s) and has not won any previous award or prize; and (v) the full use of the Entry or any part thereof will not in any way violate or infringe upon any copyright (statutory or otherwise), constitute a libel or defamation of or an invasion of the rights of privacy or publicity of, or otherwise violate or infringe upon any other personal, property, or other rights of any person, firm, corporation, or other entity or subject Sponsor to any costs or liability of any kind or nature whatsoever.

- h. You, as the Entrant, are responsible for, and must have obtained, prior, written approval from any identifiable person (or such person's Parent if such person is a minor) that appears in, is mentioned in, or otherwise contributed to the Entry (each a "**Third-Party Participant**") for you to include such person in the Entry. By entering, you represent and warrant that you have obtained such permission and all other necessary authorizations from any Third-Party Participant (or such Third-Party Participant's Parent if Third-Party Participant is a minor) allowing use of such person's name, likeness, or contribution in the Entry, and you and each Third-Party Participant (or such Third-Party Participant's Parent if Third-Party Participant is a minor) agree to and do hereby assign all rights for usage to Sponsor. You may be required, at any time, to provide Sponsor with evidence of all such written permission(s) and authorizations immediately upon request, or you may be disqualified and rendered ineligible to receive a prize in this Promotion.
- i. No mechanically reproduced, illegible, or incomplete Entries will be accepted. Promotion Entries will be deemed null and void and will be rejected if not submitted through authorized, legitimate channels. The use of any device to automate the entry process is prohibited. NOTE: Entry must be made by Entrant, personally. Entries made by any other individual or any entity, and/or originating at any other website or other social media platform, including but not limited to commercial promotion subscription notification and/or entering services, will be declared invalid and disqualified from this Promotion.

If Sponsor believes that the Entry does not comply with these Rules or that the Entry potentially or actually infringes upon the copyright, or other rights of any third party, Sponsor reserves the right in its sole discretion to disqualify an Entry at any time. Sponsor's decisions regarding the Entries are final and binding and not subject to challenge or appeal.

- 6. **VERIFICATION OF POTENTIAL PRIZE WINNERS:** The four top potential Prize Winners, as defined in Section 7, will be notified by tagging each Entrant's

applicable Social Media Platform handle/account, on or about October 4th, 2024 (“**Notification**”). The three top potential Prize Winners selected to receive a Finalist Prize and/or Grand Prize, as defined below, will be required to complete, sign, and return an affidavit of eligibility and liability release, and/or IRS Form W-9 or other tax form, where permitted, and a publicity release (“**Promotion Documents**”). If one of the four top potential Prize Winners fails to respond within twenty-four (24) hours of the Notification attempt or to return the executed Promotion Documents within five (5) business days after it has been sent to him/her, or if his/her winner notification is returned as undeliverable or unclaimed, or if one of the four potential Prize Winners cannot accept or is unwilling to accept any portion of a prize for any reason, Sponsor has the right to change the prize if Sponsor chooses to do so, or if a potential Prize Winner cannot or does not comply with these Official Rules or is otherwise found to be ineligible, such potential Prize Winner may be subject to disqualification, and an alternate Prize Winner may be selected by choosing the Entry with the next highest score. Sponsor will in no event have any liability of any kind (either to a potential Prize Winner or any third party).

Sponsor reserves the right to modify the notification procedures in connection with the selection of an alternate winner, if any. Entry and acceptance of a prize constitutes permission (except where prohibited by law) to use winner’s name, Entry, Social Media Platform handle/account name(s), comments and images, prize won, hometown/residency, and likeness for online posting and promotional purposes without prior notice or further compensation for the administration of the Promotion or for any publicity carried out by Sponsor, with no further notice or compensation whatsoever (if a minor appears in Entry, his/her Parent shall grant such permission).

7. **PRIZE WINNERS:** Once the top-scored eligible Entries are selected and the four top potential Prize Winners have been verified pursuant to Section 6, Prize Winners will be determined and announced as follows:
 - a. **CONSOLATION PRIZE WINNERS:** Up to one hundred (100) of the top-scored Entrants that met the criteria for a valid Entry but were not selected to receive a Finalist Prize may be offered a prize (each, a “**Consolation Prize**”). A Consolation Prize may include THE INSIDE MAN-branded hats, shirts, stickers, or other gifts, not to exceed a value of twenty-five dollars (\$25.00 USD).
 - b. **FINALIST PRIZE WINNERS:** Each of the four (4) highest-scored Entrants will receive the following: one (1) round-trip ticket to attend the World Premiere of THE INSIDE MAN, Season 6, in **Tampa, Florida** on

November 13th, 2024 and an opportunity to meet the producers and cast members of the show (each, a “**Finalist Prize**”). Airfare and hotel accommodations will be provided to the Finalist Prize Winners to attend the VIP red carpet event, subject to a total limitation of four-thousand dollars (USD 4,000.00) per each Finalist Prize Winner. The Finalist Prizes are non-transferable and may not be sold, redeemed for cash, or otherwise substituted except as provided herein.

- c. **GRAND PRIZE WINNER:** From among the four (4) Finalist Prize Winners, the Entrant with the highest-scored Entry for the entire Promotion will be announced at the World Premiere of THE INSIDE MAN, Season 6, in Tampa, FL on November 13th, 2024 and will be given an opportunity to **make a guest appearance** in THE INSIDE MAN, Season 7 (the “**Grand Prize**”). No compensation, royalties, or travel expense reimbursement will be provided for the appearance, and the appearance may be done virtually.
8. Each Prize Winner will be solely responsible for all fees, federal, state, and local taxes and any other expenses relating to the use, acceptance, and possession of their prize. Prize Winner must accept the prize as stated or the prize may be forfeited and may be awarded to an alternate prize winner. Any difference between the stated approximate retail value of a prize and the actual value of a prize will not be awarded to a Prize Winner. Prizes are non-transferable in whole or in part except at the discretion of Sponsor. No substitution or cash redemption is permitted, except at the discretion of Sponsor, in which case a prize of equal or greater value will be awarded. Sponsor reserves the right to substitute a prize (or component thereof) of equal or greater value in the event a prize is unavailable for any reason whatsoever. Each Prize Winner shall bear all risk of loss or damage to the prize upon being awarded to Prize Winner, and Sponsor does not have any obligation or responsibility to replace the prize if lost, damaged, or stolen. Prizes will be awarded “as is” with no warranty or guarantee. Sponsor has not made, nor in any manner is responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize thereof, including but not limited to its quality, condition, appearance, safety, or performance. Sponsor is not responsible for any fees, costs, or additional charges resulting from an Entrant or Prize Winner entering and participating in the Promotion and/or being awarded and/or receiving and/or using a prize.

Any depiction of prizes (or any part thereof) is for illustrative purposes only. Sponsor is responsible only for prize delivery and is not responsible for prize utility, quality, or otherwise.

8. **CONDUCT:** BY ENTERING AND PARTICIPATING IN THIS PROMOTION, YOU: (A) FULLY AND UNCONDITIONALLY AGREE TO BE BOUND BY THESE OFFICIAL RULES AND BY ALL DECISIONS OF SPONSOR (WHICH DECISIONS SHALL BE FINAL AND BINDING IN ALL RESPECTS), INCLUDING WITHOUT LIMITATION DECISIONS REGARDING ELIGIBILITY, RECIPIENTS, AND THE INTERPRETATION OF TERMS USED IN THESE OFFICIAL RULES; (B) REPRESENT AND WARRANT THAT ALL INFORMATION PROVIDED BY YOU IN CONNECTION WITH THE PROMOTION IS TRUE, ACCURATE, AND COMPLETE; AND (C) AGREE TO COMPLY WITH ALL FEDERAL, STATE, LOCAL, TERRITORIAL, MUNICIPAL, AND PROVINCIAL LAWS AND REGULATIONS. SPONSOR RESERVES THE RIGHT, AT ANY TIME AND AT ITS SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS PROMOTION OR ANY FUTURE SPONSOR PROMOTIONS, ANY INDIVIDUAL IT SUSPECTS: (I) TO BE TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE PROMOTION OR ANY WEBSITE; (II) TO BE ACTING IN VIOLATION OF THE OFFICIAL RULES OR SPONSOR'S PRIVACY POLICY OR OTHER TERMS, CONDITIONS, OR GUIDELINES; (III) TO BE ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN, OR HARASS ANY OTHER PERSON; (IV) TO HAVE FAILED TO AGREE TO THESE OFFICIAL RULES; OR (V) TO BE IN VIOLATION OF THESE OFFICIAL RULES. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY INTERNET SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF THESE OFFICIAL RULES AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE ENTRANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION CRIMINAL PROSECUTION.
9. **RELEASE AND INDEMNIFICATION:** BY ENTERING THE PROMOTION, ENTRANT IRREVOCABLY RELEASES, DISCHARGES, AND HOLDS HARMLESS SPONSOR, ITS DEPARTMENTS AND AGENCIES, PARENT, RELATED AND AFFILIATED COMPANIES, SUBSIDIARIES, FRANCHISEES, ADVERTISING AND PROMOTIONAL AGENCIES, COUNSEL, MARKETING PARTNERS, THOSE WORKING ON THEIR BEHALF, AND EACH OF THEIR RESPECTIVE DIRECTORS, OFFICERS, REPRESENTATIVES, EMPLOYEES, SHAREHOLDERS, AGENTS, SUCCESSORS AND ASSIGNS ("**PROMOTION ENTITIES**"), EACH SOCIAL MEDIA PLATFORM AND EACH OF THEIR

RESPECTIVE DIRECTORS, OFFICERS, REPRESENTATIVES, EMPLOYEES, SHAREHOLDERS, AGENTS, SUCCESSORS, SPONSORS, PARTNERS, LICENSEES, SUBSIDIARIES, ARTISTS, ADVISORS, ASSIGNEES, AND ALL OTHERS ASSOCIATED WITH THE ADMINISTRATION, DEVELOPMENT AND EXECUTION OF THE PROMOTION (COLLECTIVELY WITH THE PROMOTION ENTITIES, THE “**RELEASED PARTIES**”) FROM AND AGAINST ANY AND ALL MANNER OF ACTION, CAUSE OF ACTION, CLAIM OR DEMAND, LOSS OR INJURY, USE OR MISUSE OF A PRIZE OR ANY TRAVEL RELATED THERETO, AND THE USE OF THE ENTRY BY SPONSOR, SUIT, DEBT, COVENANT, CONTRACT, INCLUDING LEGAL FEES AND EXPENSES, WHATSOEVER, INCLUDING BUT NOT LIMITED TO, CLAIMS BASED ON NEGLIGENCE, BREACH OF CONTRACT AND FUNDAMENTAL BREACH, FAILURE OF ANY THIRD-PARTY CONTRACTOR OR SUPPLIER USED IN CONNECTION WITH ANY ASPECT OF THE PROMOTION TO PERFORM OR DELIVER ANY GOODS OR SERVICES, ANY ACT OF GOD OR ANY OTHER EVENT BEYOND THE RELEASED PARTIES’ CONTROL, ANY DISSATISFACTION OF ANY KIND BY A PRIZE WINNER WITH ANY ASPECT OF THE PROMOTION OR ANY PRIZE, LIABILITY FOR PHYSICAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY AND THE COLLECTION, USE, AND/OR SHARING BY SPONSOR OF PERSONALLY IDENTIFIABLE INFORMATION OF ENTRANT, OR FOR ANY PRINTING, PRODUCTION, TYPOGRAPHICAL, OR HUMAN ERROR THAT ENTRANT, GUESTS, THEIR HEIRS, SUCCESSORS, OR ASSIGNS HAVE, MIGHT HAVE, OR COULD HAVE SUFFERED, BY REASON OF OR ARISING OUT OF ENTRANT’S PARTICIPATION IN THE PROMOTION AND/OR IN CONNECTION WITH THE ACCEPTANCE AND/OR EXERCISE BY ENTRANT OF A PRIZE AS AWARDED.

10. **LIMITATION OF LIABILITY:** IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND INCLUDING, WITHOUT LIMITATION, ATTORNEYS FEES, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, ARISING OUT OF OR RELATED TO ANY ACCESS TO AND/OR USE OF ANY WEBSITE, THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITE, THE REMOVAL FROM ANY WEBSITE OF, OR DISCONTINUATION OF ACCESS TO, ANY MATERIALS, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ATTENDANCE OR PARTICIPATION IN, ANY PRIZE AWARDED IN CONNECTION WITH THE PROMOTION. THE PROMOTION, PRIZE, AND ALL MATERIALS PROVIDED ON OR THROUGH THE

PROMOTION ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ENTRANT AGREES THAT IN ANY CAUSE OF ACTION, THE RELEASED PARTIES' LIABILITY WILL BE LIMITED TO THE COST OF ENTERING AND PARTICIPATING IN THE PROMOTION, TO THE EXTENT PERMISSIBLE BY LAW.

11. **GENERAL RELEASE:** By participating in the Promotion, each Entrant agrees that Promotion Entities shall not be responsible or liable for any losses, damages, or injuries of any kind resulting from participation in the Promotion, or from Entrant's acceptance, receipt, possession, and/or use or misuse of a prize. Sponsor assumes no responsibility for any damage to an Entrant's computer system which is occasioned by accessing the Sponsor website or participating in the Promotion, or for any computer system, phone line, hardware, software, or program malfunctions, or other errors, failures, delayed computer transmissions, or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, or stolen entries or prize notifications; or for lost, interrupted, inaccessible, or unavailable networks, servers, satellites, Internet Service Providers, video incompatibility, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. By accepting a prize, Entrant acknowledges that Sponsor has neither made, nor is in any manner responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize including, but not limited to, its quality, mechanical condition, or fitness for a particular purpose.

If a dispute cannot be resolved to Sponsor's satisfaction, the Entry will be deemed ineligible, and the potential Prize Winner will forfeit the prize. Sponsor reserves the right to modify, suspend, or terminate the Promotion if, for any reason, the Promotion is not capable of being executed as planned or if it determines, in its sole discretion, that the Promotion is technically impaired or corrupted or that fraud or technical problems, failures, or malfunctions or other causes beyond Sponsor's reasonable control have destroyed or severely undermined, or to any degree impaired the integrity, administration, security, proper play, and/or feasibility of the Promotion as contemplated herein. Inclusion in the Promotion shall be each Entrant's sole and exclusive remedy under such

circumstances. Only the type and quantity of prizes described in these Official Promotion Rules will be awarded. The invalidity or unenforceability of any provision of these Official Promotion Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Promotion Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in Official Promotion Rules solely for convenience of reference and shall not be deemed to affect, in any manner, the meaning or intent of these Official Promotion Rules or any provision thereof. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES AND TO INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL, AND CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT, AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

12. **DATA COLLECTION AND PRIVACY:** Any and all information provided in this Promotion is provided to Sponsor, not to any Social Media Platform. Sponsor collects personal information from Entrant when they enter the Promotion for use in administration of the Promotion. The information collected is subject to the Privacy Policy located at <https://www.knowbe4.com/website-privacy-notice>. By participating in the Promotion, Entrant hereby agrees to Sponsor's collection and usage of Entrant's personal information and acknowledges that they have read and accepted Sponsor's Privacy Policy. Sponsor will only use Entrant's personal data for the purposes of administering this Promotion, unless Entrant provides consent signifying Entrant's agreement to any other processing or use of Entrant's personal data. Entrant may withdraw Entrant's consent at any time by contacting privacy@knowbe4.com.

Information collected in connection with this Promotion may be shared with the other Promotion Entities, and in such event, such Promotion Entities will use such information in accordance with the Sponsor's Privacy Policy, which may be found at: <https://www.knowbe4.com/privacy-policy>. By accepting a prize, and to the extent permissible by law, each verified Prize Winner hereby grants Sponsor the right, but not the obligation, to the use of her or his name, picture, likeness, voice, address (country, city, and state), company name, and any statements made or attributed to such recipient (collectively, "**Attributes**") for advertising and promotional purposes in any and all media including, without limitation, on a website owned or operated by one of the Promotion Entities and in other promotional materials, without further notice, review, or approval, and without further compensation, and releases, discharges, and holds harmless the

Promotion Entities from and against all claims arising out of the use of such Attributes.

13. **GENERAL:** By entering this Promotion, Entrant agrees to be bound by these Official Rules and the decisions of Sponsor. In addition, Entrant represents and warrants that all information contained in his/her Entry is true and accurate. Sponsor is not responsible for any printing errors in these Official Rules and Sponsor reserves the right to correct clerical or typographical errors in all promotional materials. Sponsor is not responsible if the Promotion cannot be implemented or any prize cannot be awarded due to delays or interruptions beyond Sponsor's control, including those due to acts of God, acts of war, strikes, governmental action, natural disasters, weather, or acts of terrorism.

Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion shall be resolved individually, without resort to any form of class action. This Promotion shall be governed by, and construed in accordance with, the laws of the State of Florida, regardless of principles of conflicts of laws that may require the application of the laws of another jurisdiction. Any action or litigation concerning this Promotion shall take place exclusively in the federal or state courts sitting in Hillsborough County, Florida. ENTRANT: (A) CONSENTS TO THE JURISDICTION OF, AND VENUE IN, SUCH COURTS; (B) WAIVES ALL DEFENSES OF LACK OF JURISDICTION AND INCONVENIENT FORUM WITH RESPECT TO SUCH COURT; AND (C) UNCONDITIONALLY AND IRREVOCABLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, THE RIGHT TO A JURY TRIAL FOR ANY DISPUTE, CLAIM, OR CAUSE OF ACTION ARISING OUT OF OR IN CONNECTION WITH THIS PROMOTION. ENTRANT HAS CONSIDERED THE IMPLICATIONS OF THIS WAIVER AND MAKES THIS WAIVER KNOWINGLY AND VOLUNTARILY. ENTRANT AGREES TO SERVICE OF PROCESS BY MAIL OR OTHER METHOD ACCEPTABLE UNDER THE LAWS OF THE STATE OF FLORIDA.