



Alectra Utilities 2019 Customer Feedback Contest RULES & REGULATIONS

1. CONTEST PERIOD: *Alectra Utilities 2019 Customer Feedback Contest* (the “Contest”) commences on 12:00:01 a.m. Eastern Time on **April 8, 2019** and ends at 11:59:59 p.m. Eastern Time on **May 3, 2019** (the “Contest Period”). The Contest is being sponsored by **Alectra Utilities** (the “Sponsor”). Innovative Research Group Inc. (“**INNOVATIVE**”) has been retained by the Sponsor to administer the Contest. The Sponsor is and shall remain solely responsible for the delivery of the Prizes to the winner(s).

2. ELIGIBILITY: This Contest is open to all active Alectra Utilities customers (“**Entrants**”) who are over the age of 18 and reside in Ontario. Employees, agents, retirees, dealers and representatives of the Sponsor and its parent company, subsidiaries and affiliates, **INNOVATIVE** and its subsidiaries or affiliates are not eligible to win, nor are the spouse, parents, siblings and children of any such employee, agent, dealer or representative or any person with whom such employee, agent, dealer or representative is domiciled.

3. PRIZES: There will be ten [10] random draws (the “**Draw**”) consisting of a \$500 Prepaid Credit Card (the “**Prize**”). Winners will be notified shortly after **May 10, 2019** (the “**Draw Date**”). Prizes may not be sold or transferred and are not convertible to cash. Sponsor reserves the right to substitute the prize in whole or in part in the event that all or any component of the prize is unavailable. Any taxes and other incidental or other charges on prizes are the sole responsibility of the winners. Each Prize must be accepted as awarded. No cash alternatives, substitution or transfers of the Prize will be allowed. Each Prize will be forwarded to the winner within four (4) to six (6) weeks from the date when the winner’s signed Declaration and Release Form is received by **INNOVATIVE**.

The odds of being randomly selected to win a Prize depend on the total number of eligible entries received during the Contest Period.

4. HOW TO PARTICIPATE: The Contest is offered electronically via the Internet via **www.AlectraCustomerFeedback.com**: those who participate and provide valid active Alectra Utilities customer contact information are entered into the Contest (“**Entrants**”). These Entrants will receive one entry into the Draw for completing the survey either online at **www.AlectraCustomerFeedback.com** or in print by mailing a completed survey during the contest period along with the Entrant’s name, street address, city, province, postal code, telephone number, complete email address on a plain piece of paper and mailing it to Innovative Research

Group, ATTN: ***Alectra Utilities 2019 Customer Feedback Contest***, 56 The Esplanade, Suite 310, Toronto, ON, M5E 1A7 during the Contest Period.

5. NO PURCHASE NECESSARY TO ENTER OR WIN (ALTERNATE MEANS OF CONTEST ENTRY): Completion of the ***Alectra Utilities 2019 Customer Feedback Contest*** is not required to enter the Contest. Eligible entrants may receive one entry for each of the Draws by legibly printing the Entrant's name, street address, city, province, postal code, telephone number, complete email address on a plain piece of paper and mailing it to Innovative Research Group, ATTN: ***Alectra Utilities 2019 Customer Feedback Contest***, 56 The Esplanade, Suite 310, Toronto, ON, M5E 1A7.

Entries must be postmarked no later than **May 3, 2019**. Limit of one (1) entry per envelope with sufficient postage. All mail-in entries will bear the same odds as survey responses received online. All entries become the exclusive property of INNOVATIVE and will not be acknowledged or returned.

6. CONTEST DRAW(S): The random draws will be held by INNOVATIVE in Toronto, Ontario beginning at 2:00 p.m. (Eastern Time) on **May 10, 2019** for all entries received prior to the close of the Contest Period.

7. PRIZE AWARDING: Potential winners will be notified by email within 15 days of the Draw Date; and will be asked to answer a time-limited skill-testing question without aid and to execute and return a standard Declaration of Compliance and Release Form confirming the Contestant's eligibility and compliance with the Contest Rules, acceptance of their prize as awarded, and releasing the Sponsor and suppliers of the prize and their respective advertising and promotional agencies and their affiliates, and employees, directors, officers, agents and representatives, successors and assigns of each, respectively (collectively, the "Releases") from all liability for damages she/he may incur as a result of participating in this Contest and acceptance of the prize within 10 calendar days before being named a winner .

Failure to reach a selected Entrant or for Entrant to correctly answer the skill-testing question and/or return the signed Declaration and Release Form will result in another Entrant's name being selected in his or her place without further notice. Prizes will be awarded only on verification by INNOVATIVE that all contest requirements have been met by the winners. Each Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prizes will be allowed.

Failure to comply with the Contest Rules will cause the prize to be forfeited, in which case, the prize will be re-awarded at the Sponsor's discretion.

Upon determination of a Winner, he/she will be contacted by the Sponsor to make arrangements for the awarding of a prize.

By entering this Contest, Entrants release and forever discharge the Sponsor, INNOVATIVE and their respective affiliates, subsidiaries, advertising and promotional agencies from all claims, demands, damages, actions and causes of action, whatsoever, including but not limited to, claims based on negligence, breach of contract and liability for physical injury, death, or

property damage which the entrant or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or use by the entrant of the Prize.

No communications will be entered into except with selected Entrants at the email address provided to INNOVATIVE, or on the mail-in entries.

- 8. CONTEST GENERAL RULES:** By entering the Contest, Entrants agree to abide by these Contest Rules and Regulations and the decisions of INNOVATIVE, which are final.
- 9. WINNERS LIST:** To obtain a copy of the winners list or a copy of the Contest Rules and Regulations, send your request to: Innovative Research Group, **Alectra Utilities Customer Feedback**, Contest Winners List, 56 The Esplanade, Suite 310, Toronto, ON, M5E 1A7. Requests must be received no later than **June 1, 2019** and must include a self-addressed stamped envelope. To comply with privacy requirements, winners will be identified by first name and first initial of their last name only, with no further identifying information.
- 10. DISQUALIFICATION:** Neither the Sponsor or INNOVATIVE are responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. This includes any lost, damaged or delayed items via Canada Post. Persons found tampering with or abusing any aspect of this Contest or the operation of **AlectraCustomerFeedback.com** website or any other INNOVATIVE hosted website, as determined by INNOVATIVE in its sole discretion, will be disqualified. If disqualified for any of the above abuses, INNOVATIVE reserves the right to terminate the Entrant's eligibility to participate. In the event any portion of this Contest is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of INNOVATIVE, which in the sole opinion of INNOVATIVE, corrupts or impairs the administration, security, fairness or proper entry into the contest, INNOVATIVE reserves the right, in its sole discretion, to suspend or terminate the Contest and to award Prize(s) to individuals selected at random from the pool of Entrants received up to the point of termination, subject to the authority of the Alcohol and Gaming Commission of Ontario. In no event will more Prizes be awarded than those listed in the Contest Rules and Regulations.
- 11. TAX INFORMATION:** Liability for any applicable taxes imposed by any government, if any, on any Prize won is the sole responsibility of the winner of such Prize.
- 12. APPLICABLE LAWS:** This Contest is subject to all applicable Canadian federal, Ontario provincial and municipal laws.
- 13. INFORMATION PROTECTION NOTICE:** INNOVATIVE and Sponsor are not responsible for and shall not be liable for late, lost, misdirected entries, or unsuccessful efforts to notify the potential winners. By entering this Contest, Entrants release and forever discharge the Sponsor, INNOVATIVE and their respective affiliates, subsidiaries, advertising and promotional agencies from all claims, demands, damages, actions and causes of action arising or to arise by reason of the acceptance or use of the Prize; and give permission to the Sponsor and INNOVATIVE, at their option, to publish or otherwise use the Entrant's name, address, photograph, voice and

comments, without notice or compensation, in any publicity carried out by the Sponsor or INNOVATIVE or their respective advertising agencies.

Entrants' personal electronic or print information is protected by the INNOVATIVE's Privacy Statement. To view the INNOVATIVE Privacy Statement, log on to the INNOVATIVE website at www.innovativeresearch.ca and select Privacy Statement.