

## **LOBLAWS INC.**

### **LOBLAW DIGITAL X MICROSOFT MACHINE VISION HACKBYTE**

#### **OFFICIAL COMPETITION RULES**

##### **1. Welcome**

The 2019 Loblaw Digital x Microsoft Machine Vision Hackbyte Competition ("**Competition**") is sponsored by Loblaws Inc. ("**Loblaw**") and Microsoft Canada Inc. ("**Microsoft**") (each a "**Sponsor**" and collectively "**Sponsors**"). The Competition is administered by Loblaws Inc. (the "**Administrator**"). These are the official competition rules ("**Official Rules**").

##### **2. Eligibility**

- (a) To be eligible, you must be a legal resident of Canada (excluding Quebec) and be at least 18 years of age at the time of entry and be in attendance at the Competition taking place at 40 Hanna Avenue, Suite 500, Liberty Village, Toronto, ON, M6K 2Z2 on June 22 to 23 June, 2019 (the "**Event**") ("**Entrant**" or "**Entrants**").
- (b) Employees and contingent staff of Loblaw are also eligible to enter and participate in the Competition; however, are not eligible to win a prize.
- (c) Specifically excluded from this Competition are: (a) employees, officers, directors, agents, representatives, and advertising and promotional agencies of Microsoft, its respective subsidiaries and affiliates or other representatives, as applicable; (b) employees, officers, directors, agents, representatives, and advertising and promotional agencies of Loblaw and its respective subsidiaries and affiliates or other representatives, as applicable, and (c) any immediate family members (regardless of where they live) of a person excluded under (a) or (b) or persons with whom a person excluded under (a) and (b) is domiciled (whether or not that person or not). In these Official Rules, "immediate family" includes parents, grandparents, father, brothers, sisters, sons, daughters, partners or spouse or common law partner. In addition, Sponsor committed to complying with government gift and ethics rules and therefore government employees are not eligible to participate.

##### **3. Competition periods**

Entrants may enter the contest from June 7, 2019 until 11:59 pm Eastern Time ("**ET**") on June 21, 2019 ("**Entry Deadline**"). The Competition will begin on June 22, 2019 at 12:00pm ET and will end on June 23, 2019 at 12:00pm ET (the "**Competition Period**").

##### **4. How to enter**

To enter, eligible individuals must (i) visit [www.loblawdigital.com](#), (ii) read the details of the Event and the Official Competition Rules, (iii) select Register, (iv) select the number of individuals in your group (from three (3) to six (6)), if you do not have a team, one will be assigned to you (v) complete the registration form on behalf of yourself and / or your team, and (vi) complete the registration by accepting Eventbrite's terms of service and privacy policy.