

## OFFICIAL CONTEST RULES AND TERMS AND CONDITIONS FOR THE “CLEOPATRA CONTEST” FROM THE ATLANTIC LOTTERY CORPORATION

The “Cleopatra Contest” is sponsored by Atlantic Lottery Corporation Inc. (“ALC”) and is open to residents of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

From July 7, 2025 at 00:00:00 Atlantic Time to July 31, 2025 at 23:59:59 Atlantic Time (“Contest Period”), the “Cleopatra Contest” will have an offer in the form of a promotion or contest where participants will have a chance to win one (1) of four (4) grand prizes totaling \$50,000:

- 1 x \$20,000 cash prize
- 3 x \$10,000 cash prizes

To earn entries, Participants must be a resident of New Brunswick, Nova Scotia, Newfoundland and Labrador, or Prince Edward Island\*, have a verified alc.ca account and will be required to be logged into their alc.ca account when playing Eligible Games (See **ELIGIBLE PRODUCTS** below for details).

*\*\*Please Note: Casino games are not offered in PEI and residents of PEI are only eligible to enter the Contest via those Eligible Games that are not on Casino.*

Each wager of \$5 on Eligible Games will earn the participant one (1) grand prize entry. Wagers are cumulative within the same day, however do not carry over to subsequent days. Participants can earn up to 100 entries per day with the exception of five-times multiplier days where a maximum of 500 entries can be earned per day. Five-times multiplier days will take place July 18 to July 20, 2025, and July 25 to July 27, 2025.

Participants will automatically collect Cleo icons when they wager \$5 or more on any Eligible Games. Each Cleo icon earned will automatically generate twenty-five (25) bonus grand prize entries for a maximum of up to 100 bonus grand prize entries. Participants in Nova Scotia, New Brunswick and Newfoundland and Labrador can earn up to two (2) Cleo icons on eligible Casino games and up to two (2) Cleo icons on eligible Instant Wins games for a maximum of four (4) Cleo icons. Participants in Prince Edward Island can earn up to two (2) Cleo icons on each eligible Instant Wins game for a maximum of four (4) Cleo icons.

In addition to the contest, there is an optional component where participants may trade three (3) grand prize entries for one (1) spin on the spin reel up to a maximum of three (3) times per day during the Contest Period. The spin reel provides participants with a chance to win additional grand prize entries, promo code prizes, or eGift card prizes, but could also result in fewer grand prize entries (see **PRIZING** for more details). Participants will have until August 1, 2025 at 23:59:59 Atlantic Time to exchange three (3) grand prize

entries for a spin on the spin reel. Participants also have until August 1, 2025 at 23:59:59 Atlantic Time to use all of their remaining spins, otherwise they will lose them.

## **HOW TO PARTICIPATE**

1. To be eligible, participants must sign into their verified alc.ca account and wager \$5 on any Eligible Games during the Contest Period. Instant Wins games are available in all four (4) Atlantic provinces, and Casino games are only available in New Brunswick, Nova Scotia and Newfoundland and Labrador (see **ELIGIBLE PRODUCTS** for more details).
2. Each wager of \$5 on Eligible Games will earn the participant one (1) grand prize entry (see **ELIGIBLE PRODUCTS** for more details). Wagers are cumulative within the same day, however do not carry over to subsequent days.
3. Participants can earn up to 100 entries per day, with the exception of five-times multiplier days where a maximum of 500 entries can be earned per day. Five-times multiplier days will take place between July 18 to July 20, 2025 and July 25 to July 27, 2025.
4. Participants will automatically collect Cleo icons when they wager \$5 or more on any Eligible Games. Each Cleo icon earned will automatically generate twenty-five (25) bonus grand prize entries for a maximum of up to 100 bonus grand prize entries. Participants in Nova Scotia, New Brunswick and Newfoundland and Labrador can earn up to two (2) Cleo icons on eligible Casino games and up to two (2) Cleo icons on eligible Instant Wins games for a maximum of four (4) Cleo icons. Participants in Prince Edward Island can earn up to two (2) Cleo icons on each eligible Instant Wins game for a maximum of four (4) Cleo icons.
5. Participants can view how many grand prize entries they have accumulated by going to the contest landing page here:  
[https://promotions.alc.ca/default.aspx?p=c\\_bac2502\\_home](https://promotions.alc.ca/default.aspx?p=c_bac2502_home). *Note: grand prize entries will be added to your account within 24 hours of online play. Participants must be logged into their alc.ca account to view their total number of grand prize entries earned.*
6. Once a participant has earned at least three (3) grand prize entries, they have the option to trade three (3) grand prize entries for one (1) spin on the spin reel, to a maximum of three (3) trades per day, for a chance to win additional grand prize entries, eGift card prizes, or promo code prizes (see **PRIZING** for details). *Note: if the prize revealed is one (1) grand prize entry, participant will have lost two (2) contest entries through the trade.*
7. To trade in three (3) grand prize entries for one (1) spin on the spin reel, participants must go to the contest landing page here:  
[https://promotions.alc.ca/default.aspx?p=c\\_bac2502\\_home](https://promotions.alc.ca/default.aspx?p=c_bac2502_home) where they will see the option to make said trade.

## ELIGIBLE PRODUCTS

Eligible Games	Entries Earned
<a href="#">Cleopatra (Instant Wins)</a> *Eligible in all 4 Atlantic provinces (NB, NS, PEI, NL)	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Cleopatra Clusters (Instant Wins)</a> *Eligible in all 4 Atlantic provinces (NB, NS, PEI, NL)	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Cleopatra (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Cleopatra Christmas (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Cleopatra Gold (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Cleopatra II (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Cleopatra Plus (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Diamond Spins Cleopatra (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Fort Knox Cleopatra (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Mega Jackpots Cleopatra (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry
<a href="#">Powerbucks Cleopatra Grand (Casino game)</a> *Eligible to residents of New Brunswick, Nova Scotia and Newfoundland & Labrador.	Every \$5 wagered earns 1 automatic grand prize entry

## **DRAWS AND PRIZES**

### **1. Contest Grand Prize Draws:**

- a. During the Contest Period, an entrant has a chance to win one (1) of four (4) prizes totaling \$50,000 in cash (one (1) prize of \$20,000 and three (3) prizes of \$10,000).
- b. A total of four (4) prize packages will be awarded. An entrant can only win one (1) prize.
- c. Each prize package is non-transferable.
- d. Government issued photo identification must be provided for proof of identification and age. If the winner is under the age of 19, they will be disqualified and an alternate winner for the same prize will be drawn.
- e. ALC will attempt to contact the potential winners within five (5) business days after the grand prize draw (or as soon as possible thereafter). Potential winners will be notified by phone or email. Potential winners must provide the completed release form issued by Atlantic Lottery, proof of identification and Prize Option form in person or via scanner or fax machine within seven (7) days of being contacted; failure to do this will result in the winner waiving their right to the prize. The release form and prize form must be completed before any prize is issued by ALC.
- f. Throughout the contest, ALC may add features to add additional grand prize entries for the “Cleopatra Contest” through multipliers and these Official Rules will apply to such features. In the event of any discrepancy between these Official Rules and any rules or details that apply to the features, these Official Rules will prevail to the extent of the inconsistency and are final on all matters relating to the contest.

### **2. Cleopatra Spin Reel Prizing:**

- a. During the Contest Period, a participant who has earned at least three (3) grand prize entries has the option to trade three (3) grand prize entries for one (1) spin on the Cleopatra spin reel, up to a maximum of three (3) trades per day, for a chance to win additional grand prize entries.
- b. Participants will have until August 1, 2025 at 23:59:59 Atlantic Time to exchange three (3) grand prize entries for a spin on the spin reel. Participants also have until August 1, 2025 at 23:59:59 Atlantic Time to use all of their remaining spins, otherwise they will lose them.
- c. The Cleopatra spin reel prizing is described in the below table:

<b>Symbol Combo</b>	<b>Prize</b>	<b>Amount</b>	<b># of Prizes to be won</b>
3 Cartouches	Promo Cash Code	\$5	5,000
3 Eyes of Horus	Promo Cash Code	\$10	2,500
No Match	1 Grand Prize Entry	-	Unlimited
3 Scepters	10 Grand Prize Entries	-	Unlimited
3 Sphinxes	50 Grand Prize Entries	-	Unlimited
3 Cleopatras	eGift card	Total value: \$4,225 12 x \$50 = \$600 gas gift cards 4 x \$100 = \$400 home building gift cards 5 x \$50 = \$250 sports store gift cards 51 x \$25 = \$1,275 coffee shop gift cards 17 x \$100 = \$1,700 online shopping gift cards	89 Total

- d. The “Symbol Combo” column included in the Cleopatra spin reel prize table refers to a combination of three (3) individual game symbols that a participant could land on. After spinning the Cleopatra spin reel, a participant who lands on three (3) of the same game symbols will win the prize corresponding to the symbol combo that appears.
- e. Participants who win an alc.ca Promo Cash Code will have their code displayed along with the expiry date and it will also be stored on the participant’s account on Promotions.alc.ca. Participants are responsible for manually entering their promo cash code in order to add the funds to their alc.ca account. *Note: All Promo Cash Codes will expire on August 5, 2025 at 23:59:59 Atlantic Time.*
- f. Participants who win grand prize entries will have their entries displayed on the grand prize entry tracker on the contest landing page. The participant must be signed into their alc.ca account to view their grand prize entry total. *Note: grand prize entries won from the spin reel will be added to accounts instantly.*

### **DELIVERY OF EGIFT CARD PRIZES**

Participants who win an eGift card will have until August 5, 2025 at 23:59:59 Atlantic Time to complete the online prize claim form, verify and/or update personal information, correctly answer, unaided, a mathematical skill-testing question and click on the Accept & Submit button.

ALC is not responsible for lost or stolen gift card codes as a result of the participant not correctly verifying and/or updating their email address.

Once the participant has submitted their prize claim form, an email will be sent to the participant from [promotionsgroup@mail.alc.ca](mailto:promotionsgroup@mail.alc.ca). The email will include details of the prize won. The participant can also locate their prize details in their Promotions.alc.ca history.

If the eligible participant does not claim the eGift Card as described above before August 5, 2025 at 23:59:59 Atlantic Time, the participant waives their rights to the prize and that prize will not be awarded, and ALC has no responsibility to award a substitute prize to that eligible entrant.

Instant prizes not awarded or claimed by August 5, 2025 at 23:59:59 Atlantic Time, will be null and void and not awarded.

### **RANDOM DRAW AND ODDS**

On August 11, 2025 (or as soon as possible thereafter) a random draw will be conducted for each grand prize from all eligible entries received during the Contest Period. The odds of winning a prize will depend upon the total number of eligible entries received during the Contest Period. All draws adhere to the draw procedures established for the draw by Atlantic Lottery.

### **CONTEST ELIGIBILITY**

1. This contest is open to residents of Nova Scotia, New Brunswick, Prince Edward Island\*, or Newfoundland and Labrador, who are nineteen (19) years of age or older and reside in Atlantic Canada. Notwithstanding the foregoing, this Contest is not open to employees (including full-time, part-time and student employees; persons who are directly on payroll; and employees who are on paid or unpaid leave), officers, directors, representatives or agents (and those with whom any of the foregoing persons are domiciled, whether related or not) of the following entities:
  - a. ALC;
  - b. New Brunswick Lotteries and Gaming Corporation, New Brunswick Gaming Control and Licensing Services, Nova Scotia Gaming Corporation, Nova Scotia Alcohol, Gaming, Fuel and Tobacco Division, Prince Edward Island Lotteries Commission, or a shareholder of the ALC that is directly involved with the affairs of the ALC;

- c. the respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies of any of the foregoing parties mentioned in sections 1 and 2 above; or
  - d. any entity involved in the development, production, implementation, administration, judging or fulfillment of this Contest.
2. Any individual who has falsified their registration information will be ineligible to receive their prize upon winning.
3. By signing into their verified alc.ca account and wagering \$5 on any of the Eligible Games during the Contest Period as per these Official Rules, players consent to entering the contest. If a player does not wish to enter the contest, they can choose not to wager \$5 on any of the Eligible Games during the Contest Period.

**\*Please Note:** Casino games are not offered in PEI and residents of PEI are only eligible to enter the Contest via those Eligible Games that are not on Casino.

### **NO PURCHASE NECESSARY**

No purchase is necessary to enter the Cleopatra Contest. Eligible entrants can obtain a no purchase entry (“No Purchase Entry”) by sending a request in writing, including: (a) the entrant’s first and last name, age, and valid email address associated to the entrant’s alc.ca account; (b) a 200-word unique essay describing why they would want to win a prize by mailing the request (in an envelope with sufficient Canadian postage) to: Atlantic Lottery Corporation – Cleopatra Contest, P.O. Box 6160, 922 Main St., Moncton, N.B. E1C 8W6 (collectively, a “No Purchase Entry Request”). Limit of one (1) No Purchase Entry Request per envelope with sufficient postage (maximum of one (1) No Purchase Entry will be entered into the draw per No Purchase Entry Request, other than as described below). Unique essays that are mechanically or digitally produced and/or that are not reasonable, unique, and original are void. No Purchase Entry Requests that do not comply with these Official Rules may be deemed ineligible to earn entries into the Cleopatra Contest at the absolute and unfettered discretion of ALC.

No Purchase Entry Requests must be received by ALC no later than the end of the Contest Period. ALC is not responsible for delayed or no delivery of any No Purchase Entry Request. Players must have an active alc.ca member account created prior to sending the request.

Players can earn a maximum of one hundred (100) No Purchase Entries per day during the Contest Period, with the exception of five-times multiplier days where a maximum of 500 entries can be earned per day. To qualify for the five-times multiplier, No Purchase Entry Requests must be received by ALC between 8:30 a.m. Atlantic Time on July 18, 2025 and no later than 4:30 p.m. Atlantic Time on July 20, 2025, and/or 8:30 a.m. Atlantic Time on July 25, 2025 and no later than 4:30 p.m. Atlantic Time on July 27, 2025. In addition, No Purchase Entry Requests will automatically earn an additional twenty-five (25) bonus grand

prize entries, for a maximum of up to 100 bonus grand prize entries during the Contest Period.

In the event of a labour dispute/strike during the Contest Period impacting mail delivery, please contact ALC at 1-877-252-3287 for alternative delivery method.

### **PLAYWISE BONUS PRIZE DRAW CONTEST**

The “PlayWise Bonus Prize Draw Contest” is sponsored by Atlantic Lottery Corporation Inc. (“ALC”) and is open to residents of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador.

Participants who set a wager limit or session time limit during the PlayWise Bonus Contest Period will earn entries into the PlayWise Bonus Prize Draw for a chance to win \$15,000 for a luxury travel experience.

**PlayWise Bonus Prize Draw Contest Period:** The PlayWise Bonus Prize Draw contest begins at 00:00:00 Atlantic Time on July 7, 2025 and closes at 23:59:59 Atlantic Time on July 31, 2025 (“PlayWise Bonus Contest Period”).

### **How to Participate:**

1. To earn five (5) automatic entries into the PlayWise Bonus Prize draw for a chance to win \$15,000 for a luxury travel experience, update a wager limit on [alc.ca](http://alc.ca) between 00:00:00 Atlantic Time on July 7, 2025 and 23:59:59 Atlantic Time on July 31, 2025.
2. To earn five (5) automatic entries into the PlayWise Bonus Prize draw for a chance to win \$15,000 cash for a luxury travel experience, update a session time limit on [alc.ca](http://alc.ca) between 00:00:00 Atlantic Time on July 7, 2025 and 23:59:59 Atlantic Time on July 31, 2025.
3. Participant must be an active player to be eligible for this contest. Active player means a player must have made a wager on or after May 1, 2025.
4. All active players who set a wager limit or a session time limit during the PlayWise Bonus Contest Period are eligible to win.
5. Participants can earn a maximum of twenty (20) entries during the PlayWise Bonus Contest Period :
  - a. Players can earn five (5) entries into the draw by setting a wager limit in the PlayWise Bonus Contest Period. These entries will be updated once a week, and will appear on [promotions.alc.ca](http://promotions.alc.ca) history.
  - b. Players can earn five (5) entries into the draw by setting a session time limit during the PlayWise Bonus Contest Period. These entries will be updated once a week, and will appear on [promotions.alc.ca](http://promotions.alc.ca) history.
  - c. Players who keep both limits set until 23:59:59 Atlantic Time on July 31, 2025 will receive ten (10) bonus entries into the draw. These entries will appear on [promotions.alc.ca](http://promotions.alc.ca) history after the promotion period has ended.
6. No purchase is required.



**Draws and Prizes:**

1. During the PlayWise Bonus Contest Period, a player has a chance to win one (1) prize of \$15,000 for a luxury travel experience.
2. An ALC representative will contact the potential winner via phone or email. ALC will attempt to contact the potential winner within five (5) business days after the draw (or as soon as possible thereafter).
3. If ALC is not able to contact the potential winner within seven (7) days after the initial attempt, ALC shall have the right to disqualify the potential winner and draw an alternate winner for the same prize. ALC shall be fully and completely released and discharged from any liability or responsibility in this regard.
4. Government issued photo identification must be provided for proof of identification and age. If the winner is under the age of 19, they will be disqualified and an alternate winner for the same prize will be drawn.
5. Total monetary prize value is \$15,000.
6. A player can only win one (1) prize.
7. This prize is non-transferable.

**Random Draw and Odds**

On August 11, 2025 (or as soon as possible thereafter) a random draw will be conducted for the PlayWise Bonus Prize from all eligible entries received during the PlayWise Bonus Contest Period. The odds of winning the prize will depend upon the total number of eligible entries received during the PlayWise Bonus Contest Period. All draws adhere to the draw procedures established for the draw by Atlantic Lottery.

**PlayWise Bonus Draw Contest Eligibility:**

1. This contest is open to residents of Nova Scotia, New Brunswick, Prince Edward Island, or Newfoundland and Labrador, who are nineteen (19) years of age or older and reside in Atlantic Canada. Notwithstanding the foregoing, this Contest is not open to employees (including full-time, part-time and student employees; persons who are directly on payroll; and employees who are on paid or unpaid leave), officers, directors, representatives or agents (and those with whom any of the foregoing persons are domiciled, whether related or not) of the following entities:
  - a. ALC;
  - b. New Brunswick Lotteries and Gaming Corporation, New Brunswick Gaming Control and Licensing Services, Nova Scotia Gaming Corporation, Nova Scotia Alcohol, Gaming, Fuel and Tobacco Division, Prince Edward Island Lotteries Commission, or a shareholder of the ALC that is directly involved with the affairs of the ALC;
  - c. the respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies of any of the foregoing parties mentioned in sections 1 and 2 above; or
  - d. any entity involved in the development, production, implementation, administration, judging or fulfillment of this Contest.

2. Participants must have their limit(s) set no later than 23:59:59 Atlantic Time on July 31, 2025 to qualify for the PlayWise Bonus Prize Draw.
3. Contestants must have a valid alc.ca account.
4. ALC, in its complete discretion, may disqualify an alc.ca member from participation in this contest and/or may refuse to award a prize under this contest to the participant if that participant's membership on alc.ca is, or at any point throughout the PlayWise Bonus Contest Period has been, suspended.
5. Any individual who has falsified their registration information will be ineligible to receive any prize upon winning.
6. By signing into their verified alc.ca account and setting their limit(s) during the PlayWise Bonus Contest Period as per these Official Rules, players consent to entering the PlayWise Bonus Prize Draw Contest. If a player does not wish to enter the PlayWise Bonus Prize Draw Contest, the player can contact ALC at [info@alc.ca](mailto:info@alc.ca) with the subject line "Opt me out of the PlayWise Contest." The player must include their first name and last name. The email address used to send the opt-out request must be associated with the player's alc.ca account.

## **PRIVACY**

ALC is committed to respecting your right to privacy, for more information on our privacy policy, please visit [www.alc.ca](http://www.alc.ca).

## **GENERAL RULES (UNLESS OTHERWISE SPECIFIED, THESE GENERAL RULES APPLY TO THE CLEOPATRA CONTEST, THE PLAYWISE BONUS PRIZE DRAW AND THE PROMOTIONAL OFFERS SET OUT ABOVE.)**

1. Players must have a valid alc.ca account, reside in New Brunswick, Nova Scotia, Prince Edward Island or Newfoundland and Labrador and be nineteen (19) years of age or older.
2. Contest winner: In order to be declared a winner, the player whose entry is selected will be required to correctly answer, unaided, a mathematical skill-testing question.
3. Contest portions only: The chance of winning is dependent on the number of entries received for the contest draw.
4. Members who have registered for an alc.ca account through fraudulent means or have provided false or misleading information will be disqualified. ALC will not be responsible for failed entry attempts for any reason whatsoever.
5. By entering this promotion, players agree to release and hold harmless ALC, retailers of ALC (collectively "Released Parties"), and the shareholders, directors, officers, employees and agents of the Released Parties from any claim, loss, expense or other liability arising from participation in this contest or the awarding, acceptance or use of any prize awarded under the contest.
6. Decisions of ALC with respect to this promotion are final on all matters of fact, interpretation, eligibility and procedure.

7. ALC has the right, at its sole discretion, to make prize substitutions of equivalent kind and value in the event of unavailability of any specified prize for reasons beyond ALC's control. Unclaimed prizes will not be awarded.
8. Except as otherwise specified in these contest rules, winners must accept prizes as awarded.
9. By entering this contest, winners agree to allow ALC and its agents to publish, and/or broadcast their name, likeness, addresses, voices, statements and submitted photographs without compensation other than the prize awarded.
10. All entries become the property of ALC who assume no responsibility for garbled, illegible, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No contest entries will be entered into except with entries selected as potential winners. Requests for official contest rules and regulations or names of prize winner(s) can be mailed to: Atlantic Lottery Corporation, PO Box 6160, 922 Main St., Moncton, NB, E1C 8W6 (for which a self-addressed, postage paid envelope must be included). ALC does/do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. If for any reason, in the opinion of ALC, in its/their sole discretion, the contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond its/their control, ALC reserves its/their right to cancel, terminate, modify, amend or suspend the contest including canceling any method of entry, and select a winner from previously received eligible entries. ALC reserves their right to modify the Official Rules and regulations of this contest without materially affecting the terms and conditions hereof. ALC reserves their right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the contest or to be acting in violation of these Official Rules and regulations or otherwise in a disruptive manner.
11. This contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this contest, each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by ALC for the purposes of implementing, administering and fulfilling this contest. ALC will not sell or transmit this information to third parties except for the purposes of administering this contest. ALC is committed to ensuring the privacy of its players and taking all of the necessary precautions to ensure player information is safeguarded. In all cases, information is retained in secure facilities and protected from unauthorized access. ALC will only use or disclose player information for the specific purposes for which it was collected, unless required by law, and will only

retain the information long enough to fulfill these purposes, after which time it will be securely destroyed.

12. ALC is not responsible for commencing, continuing or completing this promotion or awarding the prize in the event of circumstances beyond the control of ALC.
13. All draws will adhere to the draw procedures established for the draw by ALC.
14. These Official Rules govern the promotion and must be followed. In the event of any discrepancy between these Official Rules and any other material, these Official Rules prevail to the extent of the inconsistency.
15. ALC reserves the right to cancel this promotion, in whole or in part, or to delay the contest for any reason whatsoever and without prior notice, including in cases of fortuitous events or *force majeure*.

*Aussi disponible en français*