

The official rules of the Kids Teeth Healthy Smile Selfie Photo Contest

ELIGIBILITY

The Kids Teeth Healthy Smile Selfie Photo Contest is open only to residents of South Carolina who are between the ages of 18 months and 18 years. Employees of Kids Teeth, as well as the immediate family (spouse, parents, siblings, and children) and household members of those employees, are not eligible to enter. Please note you do not have to be a current patient to win.

SPONSOR

The Photo Contest is sponsored by Kids Teeth. This Photo Contest is in no way sponsored by, endorsed by, administered by, or associated with, Facebook.

ENTRY PERIOD

The Photo Contest begins at 12:00am EST on February 1st and ends at 12:00am EST on February 29th (the "Entry Period"). Entries submitted before or after the Entry Period will not be eligible. Sponsor's computer is the official time-keeping device for the Photo Contest.

WHAT TO ENTER

Take a selfie brushing your teeth, eating a healthy snack, or flossing – anything that demonstrates healthy dental habits. Share it with us on Facebook or Instagram with #healthysmileselfie during the month of February.

*All photographs should accurately reflect the subject matter and the scene as it appeared. Photos that have been digitally altered beyond standard optimization (removal of dust, cropping, reasonable adjustments to exposure, color and contrast, etc.) will be disqualified. Entries may originate in any format as long as they are submitted electronically in a .jpeg, .jpg or .gif format. Kids Teeth shall determine entry eligibility in its sole and absolute discretion.

HOW TO ENTER

All images must be submitted through Facebook or Instagram with #healthysmileselfie, including all required fields, including name, email and other information about your photo submission. **Digital images that are sent via mail or email will not be accepted.**

You may enter one photo per person during the contest period, but you may not use an agency or automated system to enter. Sponsor reserves the right to reject any additional entries or entries that do not comply with these Official Rules. By entering, you indicate your unconditional agreement to, and acceptance of, these Official Rules and Sponsor's decisions, which are final and binding. You cannot win a prize unless you comply with all requirements in these Official Rules.

JUDGING

Photos will be selected by a judging panel compiled of Kids Teeth staff and other local dental/orthodontic offices. Two runners up will also be selected and awarded a small prize.

All judging decisions are final. Please do not contact us about the status of entries or judging. Kids Teeth will notify the winner via the contact information provided at the time of entry.

PRIZES

Kids Teeth will award the following prizes:

One (1) Overall grand prize winner will receive:

One year of routine dental care from Kids Teeth, which includes two exams, two fluoride treatments plus two prophylactic treatments (polishing) and two bitewing X-rays. A value of \$510. Prize can only be used for one person (not divided) and is valid for two years, expiring February 2019. And a vivofit jr. by Garmin.

Two runners up will each receive one kids Sonicare toothbrush.

YOUR RIGHTS

If you submit a photograph to enter the Photo Contest, you grant Kids Teeth a royalty-free, nonexclusive right during the Photo Contest to:

- Display the photograph on the Photo Contest submission website

- Display the photograph on the Photo Contest Facebook app
- Allow third-parties to share the photograph on the following social media platforms: Twitter, Facebook, and Pinterest.

If your photograph is formally honored by the competition as a winner or an honorable mention, you grant Kids Teeth a royalty-free, nonexclusive right, in perpetuity, to:

- Use the photograph on the Internet and in Social Media in support of our mission.
- Use the photograph in Kids Teeth internal and external communications materials including but not limited to web sites and web publications, fact sheets, fund raising publications, advertising, and multimedia.
- Provide your photograph to other individuals and organizations for dental-related use in news stories, newsletters, reports, slide shows, displays, web pages, videos, and the like.
- Use, in connection with the Photo Contest, your name, city, state of residence in promotions and other publications.
- Retain a digital copy of your photograph that will be archived in the Kids Teeth photo library and accessible to the Kids Teeth staff.

Kids Teeth will endeavor to credit all photographs with the caption "Person's Name" when the full name is available.

GENERAL CONDITIONS

In the event that the operation, security, or administration of the Photo Contest is impaired in any way, Sponsor may, in its sole discretion, either: (a) suspend the Photo Contest to address the impairment and then resume the Photo Contest; or (b) award the prize(s) from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Photo Contest, violates these Official Rules, or acts in a disruptive or unsportsmanlike manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication by Sponsor. In the event of a dispute as to the owner of an online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the

owner. The Photo Contest is subject to federal, state, and local laws and regulations and is void where prohibited.

PRIVACY AND PUBLICITY

The information you provide when you enter is provided to Sponsor, not to Facebook. Except where prohibited, you consent to Sponsor's use of your name in any list of winners (if applicable) and for promotional purposes in any media without further payment or consideration.

DISPUTES

You agree that any and all disputes, claims and causes of action arising out of, or connected with, the Photo Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in South Carolina. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Photo Contest, shall be governed by, and construed in accordance with, the laws of South Carolina, without giving effect to any choice of law or conflict of law rules (whether of South Carolina or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than South Carolina.

RESULTS

Winner will be selected by the public (based on likes and shares) and announced the first week of March 2016.

QUESTIONS

Questions and inquiries about contest rules can be emailed to tiffany@kidsteethsc.com.