

Red Nose Day Hashtag Campaign Rules and Procedures

Comic Relief, Inc. (“Comic Relief”) and the Bill & Melinda Gates Foundation invite you to join in on the fun of Red Nose Day by giving you the opportunity to submit the hashtag #rednose4kids (the “Hashtag”) on Twitter and Instagram along with a photo supporting Red Nose Day (the “Submission”), and help raise money as detailed below (the “Campaign”). These Rules and Procedures are subject to change at any time at the sole discretion of Comic Relief.

Eligibility: The Campaign is open to all individuals who are thirteen (13) years of age or older and who are located in the fifty (50) United States, including the District of Columbia (collectively, “Geographic Area”) with a valid Twitter and/or Instagram account. If you are under the age of eighteen (18) years old, you must obtain prior permission from your parent or legal guardian before submitting your Submission.

Campaign Period and Restrictions: The Campaign will begin at 12:01am ET on May 19, 2016 and end at 11:59pm ET on June 1, 2016 (“Campaign Period”). The Campaign will be conducted pursuant to these Rules and Procedures.

How to Participate via Twitter: During the Campaign Period, use your personal Twitter account to send a tweet of one hundred forty (140) characters or less with your Submission with the Hashtag (“Twitter Submission”). You must have your Twitter account set to public. Data rates may apply. Limit one (1) Submission per Twitter account.

How to Participate via Instagram: During the Campaign Period, use your personal Instagram account to upload your Submission with the Hashtag (“Instagram Submission”). You must have your Instagram account set to public. Data rates may apply. Limit one (1) Submission per Instagram account.

The Donation: Your Submission must include the Hashtag to trigger the donation. Misspelled hashtags will not be counted except for two acceptable misspellings (#rednoseforkids and #rednsoe4kids). Hashtag is not case-sensitive.

Each qualifying Submission will amount to a ten dollar (\$10) donation from the Bill & Melinda Gates Foundation, subject to a maximum of one hundred thousand (100,000) qualifying Submissions being made. No donation or payment is required by you to participate in the Campaign.

General Conditions: By submitting your Submission, you (or your parent or legal guardian, if you are under 18 years old) agree that Comic Relief and its licensees, assignees, successors and affiliates may, but are not obliged to, use your Submission, including your name, image, picture, performance, likeness, voice, and biographical information (“Persona”) as captured therein, together with any other material, perpetually, in any manner or media, anywhere in the world, for any purpose. Purposes include, but are not limited to, using your Submission in broadcast on-air, on Comic Relief’s website located at www.rednoseday.org and in advertising for the Campaign on-air and off-air. You agree that Comic Relief may adapt, translate or otherwise edit your Submission. You shall have no right of approval, no claim to further compensation, and no claim arising out of any use by Comic Relief of your Submission or your Persona. You waive any moral rights in and to your Submission.

You (or your parent or legal guardian, if you are under 18 years old) represent that: (a) the Submission was created by and is original to you; (b) you are the sole owner of all rights in and to the Submission; (c) the Submission does not violate the rights of any third party; (d) you have the full and exclusive right and authority to grant the rights contained in these Rules and

Procedures; (e) the agreements made in this email do not in any way conflict with any existing commitment on your part; and (f) the Submission does not contain material that is violent, pornographic, obscene, illegal, inappropriate, or racially or morally offensive, or that breaches any terms of use of Twitter or Instagram.

If you do not want your Submission to be broadcast and used by Comic Relief, please do not participate.

Comic Relief may, in its sole discretion, void any Submissions (and/or disqualify persons making Submissions) that are automated or duplicates or that it believes otherwise violate these Rules and Procedures. Comic Relief may request that Twitter and/or Instagram remove any Submissions that do not comply with the applicable platform terms of use. Comic Relief reserves the right, in its sole discretion, to withdraw the transmission of any Submission and/or to terminate or suspend the Campaign at any point.

Caution: Any attempt by you or anyone else to deliberately damage any online service, mobile phone service, or website, tamper with the Campaign process, or otherwise undermine the legitimate operation of the Campaign is a violation of criminal and civil laws and should such an attempt be made, Comic Relief reserves the right to seek damages and/or other remedies to the fullest extent permitted by law.

Disputes: These Rules and Procedures, are governed by, and will be construed in accordance with, the laws of the state of New York, and the forum and venue for any dispute shall be in New York, New York.