

REGISTRATION INCENTIVE OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

By registering for the Beyond Artificial digital event (“Event”) and participating in the Registration Promotion (“Giveaway”), you acknowledge that you have read, understood, and agreed to these terms and conditions:

1. **ELIGIBILITY:** Open to individuals who are 21 as of the date of entry and meet all the following requirements:
 - a. Registered for the Event by providing a valid work email address.

Employees of **DataDirect Networks, Inc.** (the “*Company*”), their respective affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible to participate in the Giveaway. The Giveaway is governed by the laws of California and subject to all applicable federal, state and local laws and regulations. **NOT AVAILABLE IF PROHIBITED BY APPLICABLE LAW OR REGULATION. VOID WHERE PROHIBITED.**

2. **GIVEAWAY PERIOD:** The Giveaway begins on Monday, January 20, 2025 at 5:00AM PST and ends on Thursday, February 20th, 2025 at 11:00PM PST. All online entries must be received by Thursday, February 20th, 2025 at 11:00PM PST.
3. **HOW TO ENTER:** The Giveaway must be entered by completing the registration at <https://www.ddn.com/beyond-artificial/>. You must provide a valid e-mail address, first and last name, and company. One (1) entry per participant per URL. Any attempt to obtain more than the stated number of entries by using multiple email addresses, identities, profiles, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified.
4. **PRIZE SELECTION:** Qualified participants may select one prize from the options available at the time of registration. Prizes are available on a first-come, first-served basis while supplies last. Limit of 250 T-shirts and hats available. DDN reserves the right to substitute a prize of equal or greater value if the selected option is no longer available.
5. **PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):** Branded hat or shirt ARV \$15.00]. Qualified registrants will be eligible to receive a prize of their choice from the options provided. Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by the Company. Company may substitute a prize of equal or greater value. No cash or other prize substitution permitted except at Company's discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by the Company. The prize is non-transferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by winners is permitted. Acceptance of prize constitutes permission for the Company to use winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.
6. **WINNER NOTIFICATION:** Winners will be notified via email to the email address they entered the Giveaway with within five (5) days following the winner selection. To claim prizes, all relevant documents must be signed and returned to the Company within fifteen (15) business days from the time the affidavit of eligibility, liability/publicity release and W-9 form, as applicable, have been sent by Company, or the prize will be forfeited and another potential winner will be drawn. The Company shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within 15 days from the time award notification was sent, or fails to timely return a completed and executed declaration and releases as required, prize may be forfeited and an alternate winner selected.
7. **PRIVACY:** By registering for the Event, you acknowledge and agree that the personal information and data submitted with your registration for the Event is subject to the Privacy Policy stated on the Company website at <https://www.ddn.com/privacy-policy/>. You explicitly consent to the collection, processing, storage and use of your personal data as described in the DDN Privacy Policy and, for EU participants, the international transfer of your data to the United States. For EU participants, your explicit consent is pursuant to GDPR Article (6)(1)(a) as the legal basis for processing personal data; and data transfer to the United States is pursuant to the EU Standard Contractual Clauses under GDPR and stored on secure servers.

8. **LIMITATION OF LIABILITY:** By entering, participants waive all right to, and hold the Company harmless from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including attorneys' fees) arising out of or in connection with participation or the acceptance, use, or misuse of any prize. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. Company will not be responsible for: late, incomplete, or incorrect entries; an participant's failure to receive prize notices due to participant's spam, junk e-mail, or other security settings or for participants' provision of incorrect or otherwise non-functioning contact information; technical, hardware, or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or used in this Giveaway; by any human error which may occur in the processing of the entries in this Giveaway; or any typographical, technological, or other error in the publishing of the offer, administration of the Giveaway, or announcement of the prize[s]. If, in the Company's opinion, there is such an error, or there is any suspected evidence of tampering with any portion of the Giveaway, or if technical difficulties (including viruses and bugs) compromise the integrity of the Giveaway, Sponsor reserves the right to request that the Administrator, in its sole discretion, cancel or modify this Giveaway in a manner deemed appropriate by the Administrator. In the event of termination, winners will be selected from among all eligible entries received as of date of termination. In the event a dispute arises as to the identity of a potentially winning participant, entries will be declared made by the name on the online entry form.
9. **GENERAL CONDITIONS:** By entering the Giveaway, participants agree to abide by and be bound by these Official Rules and the decisions of the Company, which are final and binding in all matters relating to the Giveaway, and release and hold harmless the Company and their affiliates, directors, officers, employees and assigns from and against any liability, claims, lawsuits, judgments, losses, damages of any kind, injuries, death, property damage, costs and expenses, arising from, resulting from or in connection with the Giveaway, the participation in the Giveaway, or the receipt, possession, use or misuse of any prize. By accepting prize, participants grant the Company and its designees the right to use winner's name, likeness, voice, statements and biographical information for advertising, promotion and other marketing purposes in any and all media without additional compensation, permission or notification, except where prohibited by law. The Company is not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered or illegible entries (which shall be disqualified) or for lost or stolen entry boxes or other errors or difficulties of any kind whether human, mechanical, electronic, typographical, printing or otherwise relating to or in connection with the Giveaway, including, without limitation, errors or difficulties which may occur in connection with the administration of the Giveaway, the processing of entries, the announcement of the prizes, or in any Giveaway-related materials. The Company is not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Giveaway. Persons who tamper with or abuse any aspect of the Giveaway or who are in violation of these Official Rules, as solely determined by the Company, or who fail to meet the requirements above will be disqualified and all associated entries will be void. The Company reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Giveaway. Without limiting the prior sentence, Company may cancel, terminate, modify or suspend the Giveaway if it is not capable of running as planned, including, but not limited to, tampering, unauthorized intervention, fraud, technical or phone line failures or any other problems beyond the control of the Company, and select the winners for affected drawing(s) from among all eligible entries timely received for such affected drawing(s) prior to cancellation.
10. **WINNERS' LIST:** For the winners' names, available after February 20, 2025, send a stamped, self-addressed envelope, to: DataDirect Networks, Inc., 9351 Deering Ave., Chatsworth, CA 91311.
11. **SPONSOR/ADMINISTRATOR:** The Sponsor of the Giveaway is DataDirect Networks, Inc., 9351 Deering Ave., Chatsworth, CA 91311

**BY REGISTERING FOR THE EVENT, YOU ACKNOWLEDGE THAT YOU HAVE READ,
UNDERSTOOD, AND AGREED TO THESE TERMS AND CONDITIONS, INCLUDING THE
COMPANY'S PRIVCY POLICY.**

WEEKLY CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.:

By participating in the Beyond Artificial Weekly Social Media Contest (“Contest”), you agree to the following terms and conditions:

1. **ELIGIBILITY:** Open to individuals who are 21 as of the date of entry and meet all the following requirements:
 - a. Registered for the Beyond Artificial digital event (“Event”) by providing a valid work email address;
 - b. Be working on an active AI project

Employees of **DataDirect Networks, Inc.** (the “*Company*”), their respective affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible to participate in the Contest. The Contest is governed by the laws of California and subject to all applicable federal, state and local laws and regulations. NOT AVAILABLE IF PROHIBITED BY APPLICABLE LAW OR REGULATION. VOID WHERE PROHIBITED.

2. **CONTEST PERIOD:** This contest runs on a weekly basis from January 20th through February 20th as specified in the contest announcement. Entries must be submitted during the designated weekly contest period to be eligible.
3. **HOW TO ENTER:** The Contest must be entered by completing the Event registration at <https://www.ddn.com/beyond-artificial/>. You must provide a valid e-mail address, first and last name, and company, One (1) entry per participant per URL. Any attempt to obtain more than the stated number of entries by using multiple email addresses, identities, profiles, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified. Additionally, participants must:
 - a. Share a promotional post about their attendance at the Event on LinkedIn or X.
 - b. Include the official Event hashtag **#DDNBeyondArtificial** in the post.
 - c. Ensure post complies with all platform guidelines and does not contain inappropriate, offensive, or unlawful content
4. **PRIZE SELECTION:** Eligible participants will be entered into a random drawing to determine the winner for each weekly contest. The odds of winning depend on the total number of eligible entries received during the contest period.
12. **PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):** One winner will be selected each week to receive a greater-value prize (ARV \$329.00) as specified in the contest announcement. Prizes are non-transferable and may not be exchanged for cash or other alternatives. Qualified registrants will be eligible to receive a prize of their choice from the options provided. Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by the Company. Company may substitute a prize of equal or greater value. No cash or other prize substitution permitted except at Company's discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by the Company. The prize is non-transferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by winners is permitted. Acceptance of prize constitutes permission for the Company to use winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.
13. **WINNER NOTIFICATION:** Winners will be notified via email to the email address they entered the Contest with within five (5) days following the winner selection. To claim prizes, all relevant documents must be signed and returned to the Company within fifteen (15) business days from the time the affidavit of eligibility, liability/publicity release and W-9 form, as applicable, have been sent by Company, or the prize will be forfeited and another potential winner will be drawn. The Company shall have no liability for a winner's failure to receive notices due to winners' spam, junk e-mail or other security settings or for winners' provision of incorrect or otherwise non-functioning contact information. If the selected winner cannot be contacted, is ineligible, fails to claim the prize within 15 days from the time award notification was sent, or fails to timely return a completed and executed declaration and releases as required, prize may be forfeited and an alternate winner selected.
14. **PRIVACY:** By registering for the Event and entering the Contest, you acknowledge and agree that the personal information and data submitted with your registration for the Event is subject to the Privacy Policy stated on the Company website at <https://www.ddn.com/privacy-policy/>. You explicitly consent to the collection, processing,

storage and use of your personal data as described in the DDN Privacy Policy and, for EU participants, the international transfer of your data to the United States. For EU participants, your explicit consent is pursuant to GDPR Article (6)(1)(a) as the legal basis for processing personal data; and data transfer to the United States is pursuant to the EU Standard Contractual Clauses under GDPR and stored on secure servers.

15. **LIMITATION OF LIABILITY:** By entering, participants waive all right to, and hold the Company harmless from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including attorneys' fees) arising out of or in connection with participation or the acceptance, use, or misuse of any prize. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** Company will not be responsible for: late, incomplete, or incorrect entries; an participant's failure to receive prize notices due to participant's spam, junk e-mail, or other security settings or for participants' provision of incorrect or otherwise non-functioning contact information; technical, hardware, or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or used in this Contest; by any human error which may occur in the processing of the entries in this Contest; or any typographical, technological, or other error in the publishing of the offer, administration of the Contest, or announcement of the prize[s]. If, in the Company's opinion, there is such an error, or there is any suspected evidence of tampering with any portion of the Contest, or if technical difficulties (including viruses and bugs) compromise the integrity of the Contest, Sponsor reserves the right to request that the Administrator, in its sole discretion, cancel or modify this Contest in a manner deemed appropriate by the Administrator. In the event of termination, winners will be selected from among all eligible entries received as of date of termination. In the event a dispute arises as to the identity of a potentially winning participant, entries will be declared made by the name on the online entry form.
16. **GENERAL CONDITIONS:** By entering the Contest, participants agree to abide by and be bound by these Official Rules and the decisions of the Company, which are final and binding in all matters relating to the Contest, and release and hold harmless the Company and their affiliates, directors, officers, employees and assigns from and against any liability, claims, lawsuits, judgments, losses, damages of any kind, injuries, death, property damage, costs and expenses, arising from, resulting from or in connection with the Contest, the participation in the Contest, or the receipt, possession, use or misuse of any prize. By accepting prize, participants grant the Company and its designees the right to use winner's name, likeness, voice, statements and biographical information for advertising, promotion and other marketing purposes in any and all media without additional compensation, permission or notification, except where prohibited by law. The Company is not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered or illegible entries (which shall be disqualified) or for lost or stolen entry boxes or other errors or difficulties of any kind whether human, mechanical, electronic, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prizes, or in any Contest-related materials. The Company is not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Contest. Persons who tamper with or abuse any aspect of the Contest or who are in violation of these Official Rules, as solely determined by the Company, or who fail to meet the requirements above will be disqualified and all associated entries will be void. The Company reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest. Without limiting the prior sentence, Company may cancel, terminate, modify or suspend the Contest if it is not capable of running as planned, including, but not limited to, tampering, unauthorized intervention, fraud, technical or phone line failures or any other problems beyond the control of the Company, and select the winners for affected drawing(s) from among all eligible entries timely received for such affected drawing(s) prior to cancellation.
17. **WINNERS' LIST:** For the winners' names, available after February 20, 2025, send a stamped, self-addressed envelope, to: DataDirect Networks, Inc., 9351 Deering Ave., Chatsworth, CA 91311.
18. **SPONSOR/ADMINISTRATOR:** The Sponsor of the Contest is DataDirect Networks, Inc., 9351 Deering Ave., Chatsworth, CA 91311

BY REGISTERING FOR THE EVENT, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREED TO THESE TERMS AND CONDITIONS, INCLUDING THE COMPANY'S PRIVACY POLICY.

BY CLICKING “AGREE AND REGISTER” BELOW, YOU EXPLICITLY CONSENT TO THE COLLECTION, PROCESSING, AND IF IN THE E.U., INTERNATIONAL TRANSFER OF YOUR PERSONAL DATA TO THE U.S. AS DESCRIBED IN THE COMPANY’S PRIVACY POLICY, FOR THE PURPOSE OF PARTICIPATING IN THE GIVEAWAY AND CONTEST.

AGREE AND REGISTER