

2024 IKEA FAMILY SURVEY SWEEPSTAKES

OFFICIAL SWEEPSTAKES RULES ("Official Rules")

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT ENHANCE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR OTHERWISE RESTRICTED BY LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE.

1. Overview: The 2024 IKEA Family Survey Sweepstakes ("Sweepstakes") begins October 31, 2024 at 12:00:01 am Eastern Standard Time ("ET") and ends November 22, 2024 at 11:59:59 pm ET ("Sweepstakes Period"). You must have internet access in order to enter the Sweepstakes. By participating, entrants agree to be bound by these Official Rules and the decisions of IKEA North America Services, LLC, 420 Alan Wood Road Conshohocken, PA 19428 ("Sponsor"), which shall be final and binding in all respects.

2. Eligibility: The Sweepstakes is open to legal residents of the fifty (50) United States or the District of Columbia who are at least 18 years old or age of majority at time of entry, and who are members of the IKEA Family Program at the time of entry ("Eligible Prize Winners"). To register for the IKEA *Family* program for free visit: <https://www.ikea.com/us/en/ikea-family/>. If you have misplaced your IKEA *Family* program card or number, visit <https://www.ikea.com/us/en/ikea-family/>. The Sweepstakes is void in Puerto Rico, Guam, U.S. Territories and outside of the United States, and where restricted or prohibited by law. Employees, contractors, directors, and officers of Sponsor and its affiliates, subsidiaries, distributors, sales representatives, participating stores, retailers, partners, and their advertising, promotion and production agencies and all other service agencies involved with the Sweepstakes (collectively, "Sweepstakes Entities"), and their immediate families and household members (spouse, parent, child, sibling, and their respective spouse) are not eligible to participate. The Sweepstakes is subject to all state, federal and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules, which are final and binding in all matters related to the Sweepstakes. Winning a Prize is contingent upon fulfilling all requirements set forth in the Official Rules.

3. How to Enter the Sweepstakes: Those who wish to participate may enter by clicking the survey link, emailed to IKEA Family members, and complete the online survey by entering their name, valid email address associated with your IKEA Family member account, and other information requested, and submit. By submitting the requested form, you will receive one (1) entry into the Sweepstakes. **LIMIT: one (1) entry per IKEA Family Number.** In the event more than one (1) entry is received from any one (1) person per day, the first entry received will be considered the only valid entry received and all additional entries will be void. Sponsor is not responsible for lost, late or invalid entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Sponsor is not responsible for incorrect, inaccurate, or illegible entry information. Only the first eligible entry during the Sweepstakes Period will be counted and any subsequent entries will be disqualified. Anyone who does not follow Sponsor's instructions or does not abide by these Official Rules may be disqualified. Entrants may not create additional IKEA Family Memberships for additional entries. All entries submitted become the sole property of Sponsor and will not be returned.

4. Prizes/Approximate Retail Value: On or about November 25, 2024, a total of Five (5) potential Prize winners will be randomly selected from among all eligible entries received by Sponsor during the Sweepstakes Period. Each potential Prize winner will receive a \$100 IKEA Digital Gift card (each a "Prize" and collectively the "Prizes"). Total ARV of all Prizes to be awarded in the Sweepstakes: **\$500.00**

LIMIT: One Prize per person. Each Prize will be emailed to the Prize winner's email address as provided during entry or otherwise linked to their IKEA Family account. Allow 2-3 weeks for email of Prize. A Prize winner may not substitute, assign, or transfer the Prize or redeem the Prize for cash. Sponsor shall have no liability for any winner notification that is lost, intercepted, stolen, or not received by a potential winner for any reason. All Prizes are subject to terms and conditions set thereon and subject to additional terms and conditions available at: <https://www.ikea.com/us/en/customer-service/gift-cards-pub3d1efe50>. Unclaimed Prizes will not be awarded. Each Prize winner is solely responsible for all federal, state, and local taxes on the Prize. Prizes are awarded "as is" with no warranty or guarantee, either express or implied, by Sponsor. No returns/exchanges. Prizes are valid for use in IKEA stores in the United States only. Odds of winning depend on the number of eligible entries received per participating store during the Sweepstakes Period. No more than the stated number of Prizes will be awarded.

5. Prize Winner Notification: On or around November 25, 2024, Sponsor will randomly select five (5) potential Prize winners from among the eligible entries submitted during the Sweepstakes Period. Sponsor will notify each potential Prize winner by email provided during entry or otherwise linked to their IKEA Family account. Potential Prize winners are subject to verification of eligibility. Each potential Prize winner will have five (5) business days from notification to respond to the email received in order to claim their Prize. Any potential Prize winner who does not respond in this time period will be deemed to have forfeited the Prize and an alternate Prize winner may be selected. All decisions by Sponsor relating to this Sweepstakes are final and binding.

If a potential Prize winner is found not to be eligible or not in compliance with these Official Rules, or if Prize notification or any Prize is returned as undeliverable, or if potential Prize winner cannot collect Prize within designated time, the potential Prize winner will be disqualified. In the event that a potential Prize winner is disqualified for any reason, Sponsor reserves the right to award the Prize to an alternate entrant who will also be selected randomly, even if the disqualified potential winner's name may have been publicly announced. Sponsor is not responsible for any change of email address, mailing address, and/or telephone number of entrants. If a Prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute Prize with another Prize of equal or greater value. Sponsor, in its sole discretion, may attempt to contact up to three (3) potential winners of a Prize in accordance with the above procedure, after which the Prize in question may go unawarded if it remains unclaimed. If any potential Prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the Prize for any reason prior to award, such Prize will be forfeited, and an alternate Prize winner may be selected. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Sponsor's selection of all Prize winners is final. Sponsor and its agents will not be liable for inability to notify the winner, whether due to inaccurate entry information, change of email address or otherwise.

6. Release: Except where legally prohibited, each Prize winner's acceptance of a Prize constitutes the Prize winner's agreement and consent for Sponsor to use the Prize winner's name, portrait, picture, likeness, photograph, voice, biographical information, statements, and/or Prize information, without limitation, for promotional purposes in any and all media now known or developed in the future, throughout the world in perpetuity without additional compensation, limitation, restriction, notice, review or

approval.

7. Release, Limitations on Liability: By entering this Sweepstakes, each entrant releases and holds harmless Sweepstakes Entities and its parent companies, employees, officers and agents from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, personal injury, death or damage to or loss of property in connection with participation in and use or misuse of the Prize or for any cause of action based on publicity rights, defamation or invasion of privacy or merchandise delivery.

8. Publicity Release: Except where legally prohibited, each Prize winner consents for Sponsor to use their name and likeness, photograph, voice, opinions, statements, and city and state of residence, without limitation, in print, broadcast, Internet and other media for advertising, promotional and/or marketing purposes without additional compensation, limitation, restriction, notice, review or approval.

9. No Tampering; Right to Cancel, Modify: Sponsor and its agents are not responsible for incorrect or inaccurate entry of information, technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, entry materials that have been tampered with, or entries that are illegible, incomplete, late, lost or damaged or for any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any material in this promotion. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor's representatives. Sponsor reserves the right to cancel, terminate, modify or suspend this promotion if it becomes technically corrupted or if is not capable of running as planned, including due to infections by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this promotion. This Sweepstakes is void where prohibited or restricted by law and is subject to all applicable federal, state and local laws. Sponsor reserves the right to correct typographical errors in any Sweepstakes-related materials. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made; Sponsor reserves the right to seek damages from any such person to the fullest extent of the law. Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of their entries) who tampers with the entry process.

10. General: Sponsor reserves the right to cancel, terminate, modify, or suspend this Sweepstakes for any reason, including but not limited to if it is not capable of running it as planned, including for any causes beyond the control of Sponsor which affect administration, security, fairness, integrity or proper conduct of this Sweepstakes. Sponsor reserves the right to disqualify any individual it finds tampering with the entry process or operation of the Sweepstakes. Sponsor reserves the right to correct typographical errors in any Sweepstakes-related materials. Automated entries are prohibited, and any use of automated devices will cause disqualification. Failure to provide any requested information to verify eligibility, and/or non-compliance with these Official Rules may result in forfeiture of the Prize and an alternate Prize winner may be selected. No cash equivalents, substitutions or transfer of the Prize is permitted. If a Prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute Prize with another prize of equal or greater value.

11. Disputes: By entering the Sweepstakes, entrants agree that any disputes, claims,

and causes of action arising out of or connected with the Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any class action and all claims, awards and judgments shall be limited to actual out of pocket costs incurred, including costs associated with entering Sweepstakes, but in no event attorneys' fees. No entrant is permitted to obtain any award for, and waives all rights to claim punitive, incidental, or consequential damages. Except where prohibited, all issues and questions concerning the validity, construction, and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania. In addition, any dispute relating to the Sweepstakes or Official Rules shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in the county of Montgomery, Pennsylvania. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction they may have.

12. Privacy: By entering the Sweepstakes, entrants will be sharing their personal information with Sponsor. Personal information collected by Sponsor will be used for administration of the Sweepstakes and awarding the Prize. For information about how IKEA North America Services, LLC uses your personal information, please review Sponsor's privacy policy at http://www.ikea.com/ms/en_US/privacy_policy/privacy_policy.html.

13. Winner's List: For names of Prize winners, please send a self-addressed stamped envelope to: **2024 IKEA FAMILY SURVEY SWEEPSTAKES—Winner's List**, c/o IKEA North America Services, LLC, 420 Alan Wood Road, Conshohocken, PA 19428 Attn: Cassie West

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. Open to 50 US/DC, 18+, who are IKEA Family members in good standing. Sweepstakes begins 10/25/24 at 12:00:01 am ET and ends 11/18/24 at 11:59:59 pm ET ("Sweepstakes Period"). To enter, complete an online survey through a survey link emailed to IKEA Family members and submit the completed form during the Sweepstakes Period. Five (5) total Prize winners to be randomly selected from among all eligible entrants on or about 11/22/24 and will be notified via email. Each Prize consists of a \$100 IKEA Digital Gift Card. Total ARV of all Prizes: \$500.00. Odds of winning a prize depend on number of eligible entries received during the Sweepstakes Period. LIMIT: ONE (1) ENTRY PER IKEA FAMILY NUMBER. Void where prohibited. For Official Rules, visit [URL]. Sponsor: IKEA North America Services LLC, 420 Alan Wood Rd, Conshohocken, PA 19428.