

2025 IKEA ONLINE CART SURVEY SWEEPSTAKES

US Online Cart Survey

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 2025 IKEA Online Cart Survey Sweepstakes ("Sweepstakes") begins February 5, 2025 and ends March 7, 2025 ("Sweepstakes Period"). This sweepstakes begins at 12:00:01 am Eastern Standard Time ("ET") on the first day of the sweepstakes period and closes at 11:59:59 pm ET on the last day of the sweepstakes period. You must have internet access in order to enter the Sweepstakes. By participating, entrants agree to be bound by these Official Rules.

2. Sponsor: IKEA North America Services, LLC, 420 Alan Wood Road Conshohocken, PA 19428 ("Sponsor").

3. How to Enter: Those who wish to participate may enter by clicking the survey link, and complete the online survey by entering their name, valid email address, and other information requested, and submit. By submitting the requested form, you will receive one (1) entry into the Sweepstakes. **LIMIT:** Only one entry per person/e-mail address is permitted. Sponsor is not responsible for incorrect, inaccurate, or illegible entry information. Those who do not follow all of these instructions or abide by these Official Rules or other instructions of Sponsor may be disqualified. In the event that an entrant enters multiple times into a single Sweepstakes Period, only the first eligible entry during the respective Sweepstakes Period will be counted, and all subsequent entries will be disqualified. Entries into the Sweepstakes exceeding the maximum permitted amount will be void. Entrants may not create additional email addresses for additional entries. 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. All entries submitted become the sole property of Sponsor and will not be returned.

4. Prize: One (1) winner per Sweepstakes Period will receive an IKEA Digital Gift card, each with an approximate retail value of \$100.00 ("Prize").

LIMIT: One Prize per person. The Prize will be emailed to the winner's email address as provided during entry. Allow 2-3 weeks for email of Prize]. The winner may not substitute, assign, or transfer the Prize or redeem the Prize for cash. IKEA is not responsible for a lost or stolen Prize. Prize is subject to terms and conditions set thereon. Unclaimed Prizes will not be awarded. 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. Prize is valid in IKEA US stores only. Odds of winning depend on the number of eligible entries received per participating store during the Sweepstakes Period. IKEA is not responsible for lost or stolen Prizes. Prize is valid in IKEA US stores only. Any portion of Prize not used by winner is forfeit and no cash substitute will be offered. No more than the stated number of Prizes will be awarded.

5. Selection of Winners: On or around the 10th (10th) calendar date of the month following the Sweepstakes Period, Sponsor will randomly select one (1) potential winner from among the eligible entries submitted during the Sweepstakes Period. Sponsor will notify each potential winner by email provided during entry. There will be a total of one

(1) potential winner per Sweepstakes Period. Potential winners are subject to verification of eligibility. A winner will have five (5) business days from notification to respond to the email received in order to claim their Prize and a winner who does not respond in this time period will be deemed to have forfeited the Prize and an alternate winner may be selected. The odds of winning will depend on the number of eligible entries received during the Sweepstakes Period. All decisions by Sponsor relating to this Sweepstakes are final and binding. If a potential 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 winner cannot collect Prize within designated time, the potential winner will be disqualified. In the event that a potential 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. IKEA's selection of the winner is final. IKEA 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 winner's acceptance of a Prize constitutes the winner's agreement and consent for Sponsor to use the 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. 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. 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 the Prize is contingent upon fulfilling all requirements set forth in the Official Rules.

8. 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.

9. Publicity Release: Except where legally prohibited, each 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.

10. No Tampering; Right to Cancel, Modify: IKEA 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. IKEA 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 IKEA's representatives. IKEA 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 IKEA 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. IKEA 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.

11. 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 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.

12. 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.

13. Privacy: By entering the Sweepstakes, entrants will be sharing their personal information with IKEA. Personal information collected by IKEA 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 located on the IKEA website. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

14. List of Winners: For a copy of the winners' list, please send a self-addressed stamped envelope to:

**2025 IKEA Online Cart Survey Sweepstakes
IKEA
420 Alan Wood Road
Conshohocken, PA 19428
Attn: Cassie West**