

Sephora Beauty Insider March Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Sephora Beauty Insider March Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty states of the US (including the District of Columbia) and Canada who are at least eighteen (18) years old at the time of entry and who are Sephora Beauty Insider members in good standing in accordance with the Beauty Insider Terms & Conditions at the time of entry. Beauty Insider membership is free. **Each winner must have a valid social security number or a valid personal tax identification or he/she will be ineligible to win a prize.** Employees of Sephora USA, Inc., parent and affiliate companies, Merkle Inc., Kohl's Inc., J.C. Penney Company, Inc., Sephora inside JCPenney, as well as the immediate family (spouse, parents, siblings, children and their respective spouses, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible. The Sweepstakes is subject to all applicable federal, state, provincial, municipal, territorial, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Sephora USA, Inc., 525 Market Street, San Francisco, CA 94105 USA. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 USA.

3. Timing: The Sweepstakes begins on March 17, 2022 at 12am Pacific Time ("PT") and ends on March 26, 2022 at 11:59pm PT (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, there are two (2) ways to enter the Sweepstakes, as outlined below.

a. Redeem Points: Visit beautyinsidersweeps.com (the "Website") and follow the links and instructions to register for the Sweepstakes by providing the email address associated with your Beauty Insider account. Next, follow the instructions listed on the Website to select one (1) Sweepstakes trip prize package (each a "Sweepstakes Trip Package") from among the available five (5) options for which you would most like to win. Finally, redeem 100 Beauty Insider points to receive one (1) Sweepstakes entry into the drawing for the Sweepstakes Trip Package you selected when registering/logging in for this Sweepstakes. You must select an option each time you return to the Website. The five (5) Sweepstakes Trip Package options are listed in Section 6 below.

All Beauty Insider points redeemed will be deducted from your account between March 30, 2022 and April 5, 2022.

b. Alternate Method of Entry: To enter without redeeming Beauty Insider points, print your name, address, day and evening phone numbers, email address associated with your Beauty Insider account, and date of birth on a piece of paper and mail it in an envelope with proper postage to the address below. **You must note the Sweepstakes Trip Package you wish to enter on the outside of the envelope. Sweepstakes Trip Packages include: "New York, NY"; "Los Angeles, CA"; "Miami, FL"; "HI"; and "Napa, CA".** You must also include a handwritten sentence on the paper with an answer: "My favorite product carried by Sephora is ____." ("Submission").

Residents of the United States (including DC):

"Sephora Beauty Insider Sweepstakes – March 2022," c/o Merkle Inc., P.O. Box 5022, Department 851659, Kalamazoo, MI 49003- 5022, USA.

Residents of Canada:

"Sephora Beauty Insider Sweepstakes – March 2022," c/o Merkle Inc., P.O. Box 246, Department Sephora March, Pickering, ON CA L1V 2R4.

NOTE: If you do not include the Sweepstakes Trip Package drawing/prize pool you wish to enter written on the outside of the envelope, you will not receive your Sweepstakes entry/entries.

Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. Sponsor reserves the right to disqualify any Submission that it finds unlawful or in violation of these Official Rules, all in its sole discretion. You will receive one (1) Sweepstakes entry into the drawing for the Sweepstakes Trip Package you selected. Limit: One (1) entry per stamped outer envelope. All mail-in entries must be handwritten and must be postmarked by March 26, 2022 and received by April 8, 2022. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Released Parties (as defined below) are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, inaccurate, misdirected, or postage-due entries, which will be disqualified.

Limit: You may receive up to fifty (50) Sweepstakes entries during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received for each applicable Sweepstakes Trip Package, during the Promotion Period in Southfield, MI, at 7:00am PT on April 22, 2022. The potential winners will be notified by email or phone. Each potential winner (or parent/legal guardian if winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver, and where not prohibited a Publicity Release ("Declaration"), which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. The Declaration will request that each potential winner provide their social security number or tax identification number. If a Canadian resident, the potential winner will be required to correctly answer a time-limited, skill-testing question without any assistance in order to be eligible to receive a prize. If a potential winner is a Canadian resident, he/she will be required to complete IRS Form W-8BEN. If a potential winner is a Canadian resident and the question is answered incorrectly, the prize will be forfeited. If a potential winner cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries for that drawing. Only three (3) alternate drawings will be held,

after which the prize will remain unawarded. Nonwinning entries from one drawing will not be included in any other drawing.

6. Prizes:

ONE (1) HAWAII GRAND PRIZE: If winner is a US resident, he/she will receive a trip package, valued at up to \$40,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Hawaii; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. Prize also includes a \$10,000 USD check. Approximate Retail Value ("ARV"): \$50,000 USD.

If winner is a Canadian resident, he/she will receive a trip package, valued at up to USD \$35,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Hawaii; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services . ARV: \$35,000 USD.

If the winner is a resident of the United States, he/she may substitute the designated trip package with a \$50,000 USD check. If winner is a resident of Canada, he/she may substitute the designated trip package with a \$35,000 USD check.

ONE (1) NEW YORK GRAND PRIZE: If winner is a US resident, he/she will receive a trip package, valued at up to \$40,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to New York City, NY; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. Prize also includes a \$10,000 USD check. ARV: \$50,000 USD.

If winner is a Canadian resident, he/she will receive a trip package, valued at up to USD\$35,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to New York City, NY; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. ARV: \$35,000 USD.

If the winner is a resident of the United States, he/she may substitute the designated trip package with a \$50,000 USD check. If winner is a resident of Canada, he/she may substitute the designated trip package with a \$35,000 USD check.

ONE (1) NAPA GRAND PRIZE: If winner is a US resident, he/she will receive a trip package, valued at up to \$40,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Napa, CA; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. Prize also includes a \$10,000 USD check. ARV: \$50,000 USD.

If winner is a Canadian resident, he/she will receive a trip package, valued at up to USD\$35,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Napa, CA; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. ARV: \$35,000 USD.

If the winner is a resident of the United States, he/she may substitute the designated trip package with a \$50,000 USD check. If winner is a resident of Canada, he/she may substitute the designated trip package with a \$35,000 USD check.

ONE (1) LOS ANGELES GRAND PRIZE: If winner is a US resident, he/she will receive a trip package, valued at up to \$40,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Los Angeles, CA; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. Prize also includes a \$10,000 USD check. ARV: \$50,000 USD.

If winner is a Canadian resident, he/she will receive a trip package, valued at up to USD\$35,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Los Angeles, CA; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. ARV: \$35,000 USD.

If the winner is a resident of the United States, he/she may substitute the designated trip package with a \$50,000 USD check. If winner is a resident of Canada, he/she may substitute the designated trip package with a \$35,000 USD check.

ONE (1) MIAMI GRAND PRIZE: If winner is a US resident, he/she will receive a trip package, valued at up to \$40,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Miami, FL; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. Prize also includes a \$10,000 USD check. ARV: \$50,000 USD.

If winner is a Canadian resident, he/she will receive a trip package, valued at up to USD\$35,000, which includes round trip, coach-class air transportation for winner and up to five (5) travel companions from a major airport near winner's home (determined by Sponsor in its sole discretion) to Miami, FL; accommodations at a hotel determined by Sponsor in its sole discretion; ground transportation to and from destination airport and hotel (if applicable); various activities selected by winner; and travel agent services. ARV: \$35,000 USD.

If the winner is a resident of the United States, he/she may substitute the designated trip package with a \$50,000 USD check. If winner is a resident of Canada, he/she may substitute the designated trip package with a \$35,000 USD check.

For each Trip Prize: Exact details of each Trip Prize will be determined by winner with the assistance of the travel agent services provided as part of each Trip Prize. Winners will each be able to create their own Trip to the applicable destination within the budget provided for that Trip Prize. Any difference between stated ARV and actual value of Trip Prize will not be awarded. If winner wishes to include a rental car as part of the Trip Prize, such winner must meet the requirements of the rental car company). Winner must book he trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the chosen airline carrier as detailed in the passenger ticket contract. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. All expenses and incidental travel costs not covered by the Trip prize budget provided, including but not limited to, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner.

Unless child of winner, travel companions must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, at least one (1) travel companion must be winner's parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for international travel (if applicable). Travel restrictions, conditions and limitations may apply. Winner and travel companions are responsible for complying with any COVID-19 requirements set forth by airline, rental car vendor, hotels, excursion and event venues or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements, may result in forfeiture of the prize of elements of the prize.

Winners and travel companions fully understand that (a) the novel coronavirus SARS-CoV-2 and any resulting disease (together with any mutation, adaptation or variation thereof, "COVID-19") is extremely contagious and there is an inherent risk of exposure to COVID-19 in any place where people are or have been present; (b) no precautions, including the protocols that may be implemented from time to time based upon public health and government-sponsored guidelines (collectively, the "Protocols"), can eliminate the risk of exposure to COVID-19; (c) while people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and/or underlying medical conditions; and (d) exposure to COVID-19 can result in being subject to quarantine requirements, illness, disability, other short-term and long-term health effects, and/or death, regardless of age or health condition.

If the winner is a resident of the United States, he/she will receive an IRS form 1099 and will be responsible for all taxes associated with acceptance of the prize. If the winner is a resident of Canada, Sponsor will deduct 30 percent of the value of the prize and remit it to the IRS (the United States tax agency) as required by law. Winner will receive a US tax form 1042 from the Administrator reflecting the total value of the prize, including the deducted amount and the withholding amount submitted to the IRS will be noted separately. Forfeiture of any aspect of the trip due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099 or 1042.

For All Prizes: Prizes are nontransferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the Trip Prize for the cash option for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a Sweepstakes prize depend on the number of eligible entries received for each Sweepstakes Trip Package. Maximum Total ARV of each Trip Prize: \$50,000 USD. Limit: One (1) prize per person per calendar year for all programs sponsored by Sephora.

7. Release: By participating, entrants and winners agree to release and hold harmless Sponsor, Kohl's Inc, J. C. Penney Company, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize (including any travel or activity related thereto).

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state/province for advertising and promotional purposes in any and all media, worldwide in perpetuity, without further payment or consideration, notification, or permission.

9. General Conditions: Sponsor reserves the right to cancel, suspend, and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, at its discretion, select winner(s) for the drawing(s) at issue from among all non-suspect, eligible entries received for such drawing(s) up to time of such action or as

otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other Sweepstakes or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and should such an attempt be made, Sponsor reserves the right to seek damages (including attorneys' fees) and other legal remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors, or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) other errors or problems of any kind relating to or in connection with Sweepstakes, whether computer, network, technical, mechanical, typographical, printing, human or otherwise, including, but not limited to, errors or problems which may occur in the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials; (5) late, lost, undeliverable, damaged, incomplete, inaccurate, stolen, delayed, misdirected, not received or stolen mail, entries, emails or other communications of any kind; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize (including any travel or activity related thereto). If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan. For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.sephora.com/privacy-policy>.

13. Winner List: For a winner list, visit <https://bit.ly/3rVN0QM>. The winner list will be posted after winner confirmation is complete.

15. Promotion Emails: By participating in the Promotion, you agree to receive emails related to the Promotion including, but not limited to, a registration confirmation email.

16. Unsubscribe: To opt out of future marketing messages from Sponsor, [click here](#).

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