

Safer Online Teen Challenge Official Rules

THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY PEOPLE WILL ENTER, BUT ONLY A FEW WILL WIN PRIZES.

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1. Safer Online Teen Challenge: Contest Overview

The objective of this Microsoft Safer Online Teen Challenge contest is to encourage eligible students, ages 13-18 (as detailed in [Who can Enter](#)), to use your creativity to teach others about how to stay safer online using Microsoft online safety materials.

You will select one challenge category from among five—a skit or presentation, video, story or cartoon, song, or survey—and choose a safety topic from Microsoft's online safety material. Follow the guidelines for that category to create and deliver your online safety message, and submit your Entry.

All eligible entries received will be judged to determine the prize winners using the criteria described in these Official Rules. Each correctly submitted Entry will have the chance to 1) be featured on various Microsoft websites and 2) win prizes.

Common terms used in these Official Rules

These are the Official Rules that govern how the "Microsoft Safer Online Teen Challenge" promotion will operate ("Contest"). In these rules, "we," "its," "our," and "us" refer to Microsoft Corporation, the sponsor of this Contest. "You" refers to an eligible Contest entrant. All legal responsibilities of a minor under the Official Rules will be assumed by your parent or legal guardian.

2. When does the contest start and end?

The Contest period consists of three parts: the period during which entries are accepted, the period during which they are judged, and the period during which people may vote on the finalists to select the winners.

	START	END
Entry period	06:00 a.m. Pacific Standard Time (PST) on November 13, 2012	05:00 p.m. Pacific Daylight Time (PDT) on April 12, 2013
Judging period	05:01 p.m. PDT on April 12, 2013	11:59 p.m. PDT on April 21, 2013
Finalist voting period	12:00 a.m. (midnight) PDT on April 22, 2013	04:59 p.m. PDT on April 30, 2013
Entire contest duration	06:00 a.m. PST on November 13, 2012	05:00 p.m. PDT on April 30, 2013

3. Who can enter?

You are eligible to enter this Contest if you meet the following requirements at the time of entry:

- **You are** 13 through 18 years of age at the time you enter the contest (with the exceptions noted below); **and**
 - For Spain and South Korea, the eligible ages are 14 through 18.
 - For the Netherlands, the eligible ages are 16 through 18.
- **You are** currently enrolled as a student in an accredited educational institution or program (including home schools); **and**
- If **you are a minor** in your country or region, you must get the permission of your parent or legal guardian before entering; **and**
- Your parent or legal guardian must agree to these Official Rules and all other terms stated herein; **and**
 - Ensuring that the required components of the Entry are fulfilled to the best of your abilities; **and**
 - Agree to comply with all aspects of these Official Rules; **and**
 - Will provide needed information (such as tax forms, school name, shipping address, etc.) if you are selected as a finalist or Winner.

You may **NOT** enter this Contest if:

- You do not have the consent of your parent or legal guardian as set forth above; **and**
- **You are** a citizen of Cuba, Iran, North Korea, Syria, or Sudan; as U.S. export regulations prohibit the export of goods and services to Cuba, Iran, North Korea,

Sudan, and Syria; therefore residents of these countries are not eligible to participate; **and**

- **You are** involved in any part of the administration and execution of this Contest; **and**
- **You are** an employee of Microsoft Corporation or an employee of a Microsoft subsidiary; **and**
- **You are** an immediate household or family member (sibling or child) of a Microsoft employee, an employee of a Microsoft subsidiary, or a person involved in any part of the administration and execution of this Contest).

This Contest is void in any other area prohibited by law.

4. How do I enter?

To submit your Entry for the Contest, complete the following steps.

Step 1: Getting to the Challenge

1. Visit and like [Microsoft's Safer Online Facebook page](#). (You may need to set up a Facebook account to participate in this Contest. If you do not already have one, visit www.facebook.com to create an account.)
2. Click **Safer Online Teen Challenge**. This takes you to the Challenge home page.

Step 2: Completing your Entry

1. Read these Official Rules in their entirety.
2. Review each of the five Challenge Contest categories and make your choice.
3. Review the [Microsoft Safety Materials](#), provided on either the Challenge page on [Microsoft's Safer Online Facebook page](#) or in the Resources section in the [Microsoft Safety & Security Center](#).
 - Using the online safety guidance from Microsoft that you'll find there, choose the topic you'd like to use to for your Entry.
 - Plan, build, and execute your Challenge Contest Entry before the end of the Entry Period following the guidelines in [What constitutes an eligible Entry?](#) Everything you submit must be in English or translated into English.

Step 3: Submitting your Entry

1. After you have completed your Entry, return to the Challenge page, click the Challenge category you chose, and click Submit entry.

2. Complete the online form and submit your Entry in the format specified for the category you chose.
 - Entry title and description
 - Your first and last name
 - Your email address
 - If you're a minor, valid email address for your parent or legal guardian
 - Your city, state or province, and country of residence
3. Attach the required document (or link to a file) for the category you selected.
4. After you submit your Entry, you will receive an automatic email response confirming receipt of your Entry that includes:
 - Where you can follow the Contest
 - How to earn votes in the event you are determined to be a finalist
 - A reminder that your Entry may be featured during the course of the challenge, which is not an indication of finalist or winner placement
 - Notification that you will be contacted again if you are determined to be a potential winner

You may submit an unlimited number of Entries. However, all Entries must be received no later than 05:00 p.m. PDT on April 12, 2013, to be eligible.

5. What constitutes an eligible Entry?

To be eligible for judging, your Entry must meet **all** of the following requirements:

- The requirements of these Official Rules; **and**
- Your Entry must showcase or demonstrate Microsoft online safety guidance, habits, or practices; **and**
- Everything you submit must be in English or translated into English; **and**
- Your Entry must be your own original work; **and**
 - **Note:** If you create a video, the video must be solely your work, including but not limited to the actual editing and graphic design of the video.
- Your Entry cannot have been selected as a winner in any other contest; **and**
- You must have obtained any and all consents, approvals, or licenses required for you to submit your Entry; **and**

- Your Entry may not include any third-party trademarks (logos, names) or copyrighted materials. The provided Microsoft online safety materials and associated trademarks, logos, and designs, have been granted by Microsoft for use when submitting an Entry into this Contest.

Microsoft encourages you to use your most creative and inventive ideas to plan, build, and complete your Entry within the limits below. Your entry may **NOT** include:

- Any recognizable people or look-alikes of celebrities or other public or private figures, living or dead; **and**
- Any trademarks, logos, or distinctive packaging, or building exteriors or interiors owned by others; **and**
- Any copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art, or images published on or in websites, television, movies, magazines, books, or other media); **and**
- Any objectionable content, such as references to drugs, alcohol, smoking, guns, violence, vulgar language, or nudity; **and**
- Any content that defames any group or individual or violates any law in the United States or your country or region; **and**
- Any fearful tone in your messaging, language, skit or presentation, song lyrics, story, illustration, video, or report.

Other eligibility details

- We are not responsible for Entries that we do not receive for any reason, or for Entries that we receive but are not viewable or decipherable for any reason.
- We will automatically disqualify any incomplete or illegible Entry, or any Entry that does not comply with these Official Rules.
- Entries may **NOT** contain, as determined by us, in our sole and absolute discretion, any content that does not comply with these Official Rules. We reserve the right to reject any Entry, in our sole and absolute discretion, that we determine does not meet the above criteria.

6. What are the five challenge categories?

Entries will be accepted in five categories: a skit or presentation, video, story or cartoon, song, or survey. Follow the detailed guidelines to design your Entry.

Stage a skit or presentation

Using the Microsoft online safety advice of your choice, design, promote, and stage a skit or presentation before an audience—at school, through a religious organization, at a community center, at an after-school program, and so on.

- Your skit or presentation must:
 - Use either Microsoft PowerPoint or a video file format.
 - Be no longer than 12 minutes.
 - Fit the age of the group you present it to—other teens, younger kids, parents or older adults, and so on.
 - Be translated into English (or have English subtitles) if the language of your presentation or skit is not English (including sign language).
 - Star you (and only you).

Optional

- For the best quality video, a high definition (HD) recording is preferred.
- You may set your video to music. Write your own or use any of these five approved songs:
 - [Song Option 1](#)
 - [Song Option 2](#)
 - [Song Option 3](#)
 - [Song Option 4](#)
 - [Song Option 5](#)

These song options are provided solely for the purpose of completing your Entry and participating in this Contest. If you download any of these songs, you must use them only for these purposes, and consistent with these Official Rules. No other use is authorized. You may not use, redistribute, sell, or reproduce these songs for any other purpose.

When you're ready, submit a digital copy of the Microsoft PowerPoint (.ppt or .pptx) that you used or a link to your video, hosted on YouTube or Vimeo.

Produce a video

Plan and film a video using the Microsoft online safety advice of your choice. Your video must:

- Be no longer than three minutes.
- Include English subtitles if the language of your video is not English (including sign language).
- Star you (and only you).

Optional

- For the best quality video, a high definition (HD) recording is preferred.
- You may set your video to music. You can write your own or use any of these five approved songs:
 - [Song Option 1](#)
 - [Song Option 2](#)
 - [Song Option 3](#)
 - [Song Option 4](#)
 - [Song Option 5](#)

These song options are provided solely for the purpose of completing your Entry and participating in this Contest. If you download any of these songs, you must use them only for these purposes, and consistent with these Official Rules. No other use is authorized. You may not use, redistribute, sell, or reproduce these songs for any other purpose.

When you're ready, submit a link to your video, hosted on YouTube or Vimeo.

Write a story—or draw a cartoon

Write a short story **OR** draw a cartoon strip based on the Microsoft online safety advice of your choice.

- Your short story should be no longer than 1,000 words.
- Draw your cartoon strip digitally or by hand.
- If the language of your story or cartoon is not English, an English translation is required.

When you're ready, submit:

- Your short story in either Word (.doc, .docx) or Adobe Reader (.pdf).
- Your cartoon strip in Adobe Reader (.pdf).

Compose a song

Compose original lyrics and a melody, based on the Microsoft online safety advice of your choice, and perform it on video. Your song should:

- Be no longer than three minutes.
- Include English subtitles if the language of your video is not English (including sign language).
- Star you (and only you) as the recording artist.

Optional

- For the best quality, a high definition (HD) video recording is preferred.
- You may use musical instruments.

When you're ready, submit a link to your music video hosted on YouTube or Vimeo.

Conduct a survey

Select a Microsoft online safety topic and then plan, design, and field a survey in your community—school, religious organization, community center, after-school program, and so on.

Summarize and evaluate the results in a report that includes your online safety research hypothesis, a description of how you planned and executed your study, and the number and ages of those surveyed.

- If you field an online survey, use the free web service <https://www.instant.ly/>. Include a web link to your survey in your summary.
- If you field a printed survey, include a digital copy in Microsoft Word (.doc, .docx) or Adobe Reader (.pdf) format in your summary.
- If the language of your survey or report is not English, an English translation is required.

Optional

- You may choose to represent your findings graphically within your report.

When you're ready, submit your summary report in Microsoft Word (.doc, .docx), Adobe Reader (.pdf), or Microsoft PowerPoint (.ppt, .pptx).

7. How will winners be selected?

Entries in each of the five categories will be rated and judged as follows:

Entries are accepted

Your Entry will be accepted during the **Entry Period**.

Entries are judged

During the **Judging Period**, the Microsoft Trustworthy Computing Communications Online Safety team and selected reviewers outside Microsoft (known as the "Judges") will review the Entries and select four (4) finalists in each category. In addition, the Judges will add these requirements to their considerations:

- You are an eligible entrant as defined in [Who can enter?](#)
- Your Entry is complete (as outlined in [What constitutes an eligible Entry?](#)), and was received within the Entry Period.
- Your Entry complies with the Official Rules.
- Your Entry aligns with the online safety theme of promoting a safer, more trusted online experience for computer users, as determined by the Judges.
- Your Entry captures the Judges interest and makes them curious to learn more about the subject.
- You may submit multiple entries to any of the categories in this Contest; however, you can only be considered a finalist in one of the five categories, determined by the Judges.

The decisions of the Judges are final and binding in all matters related to this Contest.

Finalists are determined by voting

During the one-week **Finalist Voting Period**, the top four (4) entries in each category will be posted to Microsoft's Safer Online Facebook page. There, visitors will be invited to vote for their favorite Entry in each of the five categories.

Any site visitor may vote for one Entry in each category, but you cannot vote more than once in each category. You may vote for your own Entry.

After you cast your vote, you will:

- Be prompted with the option to post your vote to your personal Facebook Timeline. In addition, you will have the option to write a message about your vote. If you opt to participate, your message will be shared with your Facebook friends and family, encouraging others to vote.
- Be able to leave Facebook comments on each finalist's Entry. All visitors are encouraged to support the participants and their Entries. Microsoft does not allow the use of any negative, vulgar, or inappropriate language, and we reserve the right to delete any comments or block any followers that do not meet these standards.
- At the end of the voting period, the first and second place winners in each category will be determined based on who has the most votes. Once the eligible winners of the Safer Online Teen Challenge are confirmed, they will be announced and showcased on the **Winners** page.

Other finalist details

Ties. If there is a tie for any place, the Entry that receives the most votes first will win. (As determined by our voting application.)

Insufficient entries. If we do not receive a sufficient number of Entries we may, at our discretion, select fewer finalists and winners than described.

Manipulating votes. You may not use automated technologies to vote in this Contest. If Microsoft determines that there has been cheating or fraud in the public voting process, we reserve the right to determine the final winner.

8. How might my Entry be used?

You have ownership rights to your Entry. However, by submitting your Entry, you (your parent or legal guardian on your behalf if you are a minor):

- Are granting Microsoft an irrevocable, royalty-free, worldwide, perpetual right and license to:
 - Receive, assess, and judge your Entry and its contents in connection with this Contest; **and**
 - Feature your Entry and all its content in connection with the promotion of this Contest in all media (now known or later developed); **and**
 - Use, modify, reproduce, publish, perform, promote, and display your Entry and all its content on the [Microsoft Safety & Security Center](#), [Microsoft Safer Online Facebook](#), [Microsoft @Safer Online Twitter](#), and [MSFTOnlineSafety YouTube](#) websites or any replacement or successor to such websites, any subdomains or related domains, any international versions thereof, and in any marketing or

advertising of any kind related thereto, in all media (now known or later developed).

Items featured will be selected at random. This **does not** indicate that the Entry is a finalist or a winning Entry. Entries displayed on any of the sites may include the title of the entry and the entrant's first name and city.

- Agree to sign any necessary documentation that may be required for us and our designees to make use of the rights you granted above; **and**
- Understand that you will not receive any compensation or credit for use of your Entry, other than what is described in these Official Rules.

Other details

- Please note that if your Entry is displayed on any of the aforementioned websites, we may include your first name, hometown, age, school, the title of your Entry, and the Challenge Contest category.
- During this Contest, your Entry may be displayed or shared publicly on any of the aforementioned websites. We are not responsible for any unauthorized use of your Entry.
- While we reserve these rights, we are not obligated to use your Entry for any purpose, even if it has been selected as a winning Entry.

If you do not want to grant us these rights to your Entry, please do not enter this Contest.

9. What prizes can I win?

At the close of the Finalist Voting Period, one (1) First Place, and one (1) Second Place winner will be determined in each category (for a total of 10 winners) based on which entries received the most votes.

We will award one prize (or prize package, as applicable) to each winner pending confirmation of his or her eligibility. Unless otherwise noted, all prizes are subject to their manufacturer's warranty and terms and conditions.

First place prize (a total of 5 will be awarded, 1 per category)

The First Place Prize winner in each category will receive the following prizes (or the monetary equivalent in your country or region if the prize is not otherwise available for distribution):

- **One (1) Samsung ATIV Everyday Tablet** (estimated retail value \$599.00 USD or the product equivalent at the time the Contest ends)
- **One (1) plaque** with the winner's full name, designated school, and Entry details

- A Microsoft employee will present the award at the winner's school (contingent on location and budget).
- **The winner's designated school*** will receive fifteen (15) Windows 8 Professional licenses.
 - Shipped version (estimated retail value \$69.99 USD per license) **or**
 - Downloaded version (estimated retail value \$39.99 USD per license)

Second place prize (a total of 5 will be awarded, 1 per category)

The second place prize winner in each category will receive the following prizes (or the monetary equivalent if the prize is unavailable):

- **One (1) Xbox 360 250 GB Kinect Bundle** (estimated retail value \$399.99 USD or the product equivalent at the time the Contest ends)
- **One (1) Xbox Live 12-month Gold Membership** card (estimated retail value \$59.99 USD or product equivalent at the time the Contest ends)
- **One (1) plaque** with the winner's full name, designated school, and Entry details.
- **The winner's designated school*** will receive fifteen (15) Windows 8 Professional licenses:
 - Shipped version (estimated retail value \$69.99 USD per license) **or**
 - Downloaded version (estimated retail value \$39.99 USD per license)

Designated school prize

* The school designated by the potential winner must provide a written approval from his or her gifting or ethics officer or attorney before receiving any prizes or giveaways stating that the school has the legal ability to receive the donation and that the donation is received in conformance with all relevant local laws. The prize items are donated to the school for general usage by its students. Therefore, all donated prize items must be used solely for the benefit of the students, and cannot be sold, transferred, given to any other person or entity, or provided to any faculty members or other school employees for their personal use.

Home schooled students are not eligible for this portion of the prize.

Taxes

- Each winner will also receive a single cash payment of in the form of a corporate check, which is intended to assist with any federal, state, or other tax obligations related to the Prize (the "Tax Gross-Up Payment"). The Tax Gross-Up Payment may not be sufficient to cover the winner's entire tax liability related to winning the First or Second Place Prize.

- We may require you to sign and return to Microsoft an Affidavit of Eligibility, a W-9, W-8BEN, or other relevant tax form.

10. How will Microsoft notify and determine eligibility of the winners?

Contest winners

We will notify winners within seven (7) days after the Voting Period ends by sending a message to the email addresses provided at the time of entry for the entrant and the parent or legal guardian, in the case the winner is a minor. If the notification that we send is returned as undeliverable, or you fail to respond within seven (7) days of our email, we may award to a runner-up.

If you are a Contest winner:

- You may not exchange your prize for cash or any other merchandise or services.
- If for any reason an advertised prize is unavailable, we reserve the right to substitute a prize of equal or greater value; **and**
- You may not designate someone else as the winner. If you are unable or unwilling to accept your prize, we may award it to a runner-up; **and**
- If you are a minor, we will award the prize in your parent or legal guardian's name.
- If you are a winner, we may require you to sign and return to Microsoft an Affidavit of Eligibility, an additional Liability/Publicity Release, and a W-9, W-8BEN, or other relevant tax form within ten (10) days of receipt. If you are a minor, your parent or legal guardian will be required to sign all required forms on your behalf. If you do not complete the required forms as instructed or return the required forms within the specified time period, we may disqualify you and select a runner-up as the prize winner.

Confirming the winning Entry

If you are a potential winner in your category, you (and your parent or legal guardian, if you are minor) will be notified via an email message that includes:

- A potential request for verification of your age
- Notice of the prizes you might have won
- A potential request for the minimum amount of information needed to deliver prizes:
 - Shipping address (no P.O. boxes)

- Affidavit of Eligibility and a W-9, or W-8BEN, or other relevant tax form
- Designated school contact

11. What other conditions am I agreeing to by entering?

By entering this Contest and submitting an Entry, you (or your parent or legal guardian on your behalf if you are a minor) agree:

- To abide by these Official Rules; **and**
- To release and hold harmless Microsoft and its respective parents, subsidiaries, affiliates, employees, and agents from any and all liability or any injury, loss or damage of any kind arising from or in connection with this Contest, or any prize won; **and**
- That Microsoft's decisions will be final and binding on all matters related to this Contest; **and**
- That by being declared a winner, you may be asked to participate in media or other interviews regarding the Contest. If you are a minor, your parent must first consent to any media interaction. Any media requests will be handled on a case by case basis, via the email addresses included in the submission of the Entry; **and**
- That, by accepting a prize, Microsoft may use your include your **first name, hometown, age, school, the title of your Entry, and the Challenge Contest category** online and in print, or in any other media, in connection with this Contest, without payment or compensation to you, except where prohibited by law.

12. What laws govern how this contest is executed and administered?

This Contest will be governed by the laws of the State of Washington, United States and you consent to the exclusive jurisdiction and venue of the courts of the State of Washington for any disputes arising out of this Contest.

13. What if something unexpected happens and the contest can't run as planned?

We reserve the right to cancel, change, or suspend this Contest. This right is reserved whether the event is due to human or technical error. If due to a technical issue a solution cannot be found to restore the integrity of the Contest, we reserve the right to select

winners from among all eligible Entries received before we had to cancel, change, or suspend the Contest.

If you attempt to compromise the integrity or the legitimate operation of this Contest by hacking, cheating, or committing fraud in ANY way, we may seek damages from you to the fullest extent permitted by law. Further, we may ban you from participating in any of our future Contests, so please play fairly.

14. How can I find out who won?

All winners and their winning Entries will be featured on:

- [Microsoft's Facebook home page](#) & [Microsoft Safety & Security Center](#); **or**
- Other publications Microsoft may deem relevant

Additionally, there may be relevant posts on:

- [Microsoft on the Issues blog](#), [Microsoft Trustworthy Computing](#), [Microsoft Security Tips & Talk](#) blogs; **or**
- [Microsoft's Twitter page](#); **or**
- Other publications Microsoft may deem relevant

15. Who is sponsoring this contest?

Microsoft Corporation
One Microsoft Way
Redmond, WA 98052
saferweb@microsoft.com

This promotion is in no way sponsored, endorsed, or administered by, or associated with, Facebook, YouTube, Vimeo, or Adobe. You understand that you are providing your information to Microsoft and not to Facebook, YouTube, Vimeo, or Adobe. The information you provide will only be used for administering the Contest and to contact you if you are a winner.