

# Library Card Sign-up Month 2020 Promotion

## Official Rules

NO PURCHASE NECESSARY. PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

Promotion begins Tuesday, September 1, 2020 at noon CT and ends Tuesday, September 22, 2020 at noon CT. Drawing is sponsored by the American Library Association (“ALA”), 225 N Michigan Ave, Suite 1300 Chicago, IL 60601, (800) 545-2433.

## Children’s Online Privacy Protection Information for Participants and Parents.

Any participant under the age of 13 will be required to provide the email address of his or her parent or guardian. Participants under the age of 13 may be required to provide proof of parental consent, either in writing by postal mail or facsimile transmittal, at any time during the competition process. If a winner of any award is under the age of 13, parental consent in writing by postal mail or facsimile transmittal will be required before receiving any awards. The Drawing operates in accordance with COPPA,

### Section 1303(b)2:

- i. COPPA §1303(b)2.C: “Online contract information collected from a child (under 13) is used only to respond more than once directly to a specific request from the child and is not used to recontact the child beyond the scope of that request-
- ii. COPPA §1303(b)2.C.i: “If, before any additional response after the initial response to the child, the operator uses reasonable efforts to provide a parent notice of the online contract information collected from the child, the purposes for which it is to be used, and an opportunity for the parent to request that the operator make no further use of the information and that it not be maintained in retrievable form; or
- iii. COPPA §1303(b)2.C.ii: “without notice to the parent in such circumstances as the Commission may determine are appropriate, taking into consideration the benefits to the child of access to information and services, and risks to the security and privacy of the child, in regulations promulgated under this subsection.

All personal information will be deleted promptly following determination of winners, except for personal information of winners retained and used with the consent of a parent or guardian.

Personal information will be used only to confirm Drawing eligibility and notify Drawing winners. No personal information about participants will be disclosed to any third parties without permission of a parent or guardian, which permission would be required before the awarding of any prizes. The parent or guardian may at any time request the Sponsor

to delete the personal information of a participant. The Sponsor will not require a participant to disclose more information than is reasonably necessary to participate in the Drawing.

Any parent or guardian who wishes the Sponsor to delete the personal information of a participant should contact the ALA Communications and Marketing Office at [campaign@ala.org](mailto:campaign@ala.org).

### **HOW TO ENTER:**

Beginning 09/01/2020 at noon CT through 09/22/2020 at 12:00 PM CT post a photo or graphic representing your library superhero pose to Twitter or Instagram using the hashtag #LibraryCardHero. Entries can also be submitted by posting as a comment or wall post on the I Love Libraries Facebook page (<https://www.facebook.com/ILoveLibraries/>).

### **SELECTION OF WINNERS:**

One grand-prize winner will be selected at random from eligible entries.

### **ODDS OF WINNING:**

Odds of winning depend on total number of entries.

### **PRIZES:**

Grand Prize (1 winner): A VISA gift card (\$100.00 USD).

Prizes must be accepted as awarded. The Sponsor reserves the right to substitute any prize for one of similar or greater value. The winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize they receive. Unclaimed prizes will be forfeited. The prizes cannot be exchanged or transferred.

By entering the Drawing, entrants acknowledge that the Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the prizes, including, without limitation, to the prize's quality, merchantability or fitness for a particular purpose or express warranties (if any) that are sent along with the prize.

**SELECTION OF WINNERS:** One winner will be selected in a random drawing from among all eligible entries by the Sponsor or a representative selected by the Sponsor, whose decisions are final in all matters relating to this Drawing. Eligible entries are those that comply with these Official Rules. The Sponsor reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the Drawing, or obtained winner status using fraudulent means.

**WINNER NOTIFICATION:** The winner (or parent or legal guardian of all potential winners under 18) will be notified within approximately five to 10 (5-10) business days after the potential winner is selected. "Notification" is deemed to have occurred immediately upon contact via social media or email. In order for a potential winner to claim their prize, the winner or parent or guardian of the potential winner must respond within ten (10) business days of Notification and may be required to sign and return an Affidavit of Eligibility and Liability Release and any other additional documents required by The Sponsor (the "Required Documents") within ten (10) days of date of Notification. If the potential prize winner is under the age of majority, Required Documents must be signed and returned by minor's parent or legal guardian prior to the awarding of prizes. Failure to comply within this time period, or if prize notification or prize is returned as non-deliverable or not returned properly executed, or if winner is found to be ineligible, or not in compliance with these Official Rules, will result in the potential winner forfeiting the prize and being disqualified and an alternate potential winner being selected from among remaining eligible entries.

### **GENERAL RULES:**

Open only to residents of the 50 United States, Washington, D.C. and U.S. Territories. Employees of the American Library Association and respective shareholders, employees, parents, directors, officers, affiliates, representatives, agents, successors, subsidiaries, advertising and promotion agencies and their immediate family member and/or those living in the same household of each are not eligible. Void where prohibited by law.

No substitution or transfer of prize permitted except that the Sponsor reserves the right to substitute prize of equal or greater value in the event that an offered prize is unavailable. Acceptance of prize constitutes permission to the Sponsor to use winner's first name and/or likeness for purposes of advertising and trade without further compensation unless prohibited by law. By accepting prize, winner agrees to hold the Sponsor and assigns harmless against any and all claims, demands, losses, promises, cause of action, issues, and liabilities arising out of the preparation for, or participation in, this promotion or any use/misuse of the prizes awarded hereunder. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges.

Sponsor not responsible for any typographical or other error in the printing of the offer, administration of the drawing or in the announcement of the prize. Sponsor is not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by the Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination

thereof. If for any reason the Internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Drawing, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Drawing.

Caution: Any attempt by a contestant to deliberately damage any website or undermine the legitimate operation of the game is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages from any such contestant to the fullest extent of the law.

SPONSOR: American Library Association, 225 N Michigan Ave, Suite 1300, Chicago, Illinois, 60601. Void where prohibited.