

Rules (Regulations) of the Marketing Campaign “Super Mom”

General Provisions

1. The marketing campaign «Super Mom» (hereinafter referred to as the Campaign) is carried out by “Novakid Inc.”, registered at US 548 Market St 8291, San Francisco, CA 94104 USA 7190762, support@Novakidschool.com (hereinafter referred to as the Sponsor), in order to inform public about its services and activities, provided as an online English school for children aged 4-12.

The Campaign is not a lottery; it does not involve any risk and is carried out in accordance with these Rules (hereinafter also referred to as the Campaign Rules). The Campaign does not pursue the goal of making a profit or earning any other income. Participation in the Campaign is free of charge. No purchases or payments are required to participate in the Campaign. The Campaign is an art contest in which prizes are awarded to the winners as a reward for the quality of their work.

2. The Campaign is carried out in the Republic of Türkiye in the period from April 26, 2023, to May 17, 2023 (hereinafter referred to as the Campaign Period).

3. The Campaign participants can be persons legally competent over 18 years old who reside at the time of the Campaign in the Republic of Türkiye, who are the parents, guardians or legal representatives of children aged 4 to 12 years (hereinafter referred to as Your Child). Please note that this does not encompass children but parents. Persons who do not meet the above criteria, as well as employees and representatives of the Sponsor, their family members and their affiliates, employees and representatives of third parties who have a contractual relationship with the Sponsor, entities related to the preparation, organization, and conduct of the Campaign are not allowed to participate in the Campaign.

3.1. To participate in the Campaign, you must perform the following actions:

- Register for participation in the Campaign and fill in the form on the Campaign website page <https://www.novakid.com.tr/blog/supermom-contest/>

- Write a post and upload a mom picture by May 17, 2023 (inclusive) on your Instagram account or Facebook. Or upload a video in English with a story about why the Your Child's mother is a supermom. The video must be at least 15 seconds long, but no longer than 60 seconds.
- In the post on your Instagram (or Facebook) account, the hashtags #Novakid and #Novakid_supermom must be included.

Campaign Participants are individuals stated in Clause 3 of Campaign Rules who have performed all these actions.

3.2. Videos, photos, and text materials proposed for participation in the Campaign shall not contain any content prohibited by law in the Campaign Countries and in the USA, violate the copyrights of third parties, and must comply with moral and ethical standards.

Choosing the Campaign Winner

4. The Campaign Participants' posts will be assessed by the following criteria:

- matching the topic **"Why is my mom a super mom"** (weight of this criterion in the overall grade: 25%),
- argumentation and persuasiveness (10%),
- literacy (5%),
- creativity, creative approach (25%),
- format of presentation (15%),
- quality of photos and videos (10%).

5. The Sponsor will choose the Campaign Winners from May 17, 2023 to May 22, 2023 at 23:59:59 (GMT +3). Information about the Winners will be published on May 23, 2023 in the Novakid Inc's official account on Instagram: @novakidturkiye

6. If the number of Participants is less than 20 people or if the Participants' works do not meet the criteria of Clause 4, the Sponsor reserves the right not to choose the Winners

Campaign Prize Fund

7. The prize fund of the Campaign is 7 free English lessons at the Premium rate on the Novakid platform and 7000 stars (Novakid's game currency) on the Novakid platform in the Your Child's account.

The authors of the one best video will receive 5 free English lessons in Novakid and 1000 stars, and the 1 authors of the best drawing will receive 2 free English lessons in Novakid and 1000 stars (hereinafter referred to as the Campaign Prizes).

The authors of the best videos and drawings are selected by the jury.

Also, each participant of the promotion, regardless of the prize place, receives 1 free English lesson in Novakid and 500 stars for a video, and 200 stars for a drawing. These prizes are not included in the prize fund of the promotion and are awarded separately.

Each participant can only claim one prize in each category: drawing or video. Prizes for participation and prizes are not cumulative.

8. The Campaign Participant who is declared the Campaign Winner must provide the Sponsor with the following details: full name, contact details, and mailing address within 72 hours after posting information about the Campaign Winners.

9. The details must be sent in private messages to of Novakid Inc's official Instagram account where the winners are published @novakidturkiye

10. The Prize is considered unclaimed in the following cases:

10.1. The Sponsor has not received from the Campaign Winner the details listed in Clause 8 of these Rules within 72 hours after posting information about the Campaign Winners or received incorrect and/or deliberately false information;

10.2. The Prize is considered unclaimed if the Sponsor cannot contact the Campaign Winner within 72 hours after the Campaign Winners are announced;

10.3. If the Prize is not claimed by the Campaign Winner, the Sponsor has the right to choose another Winner.

11. In all other matters that are not governed by these Rules, the Campaign Participants and the Sponsor shall be guided by the current law of the State of Delaware, USA.

12. Participation in the Campaign means familiarization with and full acceptance of these Rules by the Campaign Participant

13. The Sponsor's decisions on all issues related to the Campaign shall be final and apply to all Participants.

14. The Sponsor has the right, at its sole discretion, to make changes in the Campaign Rules, provided that such changes are necessary to ensure the proper and safe conduct of the Campaign, in particular, to prevent violations and fraud.

15. The Sponsor has the right to cancel the victory in the Campaign in case of deliberate deception by the winning party or due to circumstances beyond the Sponsor's control (due to force majeure).

16. The Campaign Participant's profile on social media must be open at the time of concluding the Campaign.

16.1. An Instagram and/or Facebook account may be required to participate in the Campaign. If you don't already have an Instagram account, visit <https://www.instagram.com/> in order to create one. It is free to create an account. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram and/or Facebook. By participating via the Instagram platform, participants are also subject to Instagram and/or Facebook's data policy and terms of use, which can be found at <https://help.instagram.com/>.

17. LIMITATION OF LIABILITY: Sponsor assumes no responsibility or liability for:

(a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction, or alteration of entries at any point in the operation of this Campaign; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Campaign; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or landline phone service; or (f) any injury or damage to participant's or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Campaign.

If for any reason the Campaign is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Campaign, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Campaign in whole or in part.

In such an event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes in a manner deemed fair and equitable by Sponsor. Sponsor shall not have any further liability to any participant in connection with the Campaign. In case any provision in these Campaign Rules shall be invalid, illegal, or unenforceable, the validity, legality, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby and such provision.

Personal Data

18. The Sponsor is the administrator of the Participant's personal data provided as part of the Campaign. Personal data will be processed by the Sponsor for the purposes of the Campaign.

19. Personal data processing applies to the following personal details: name and surname, e-mail address, phone number, and other data provided by the participant in the questionnaire or otherwise as part of participation in the Campaign.

20. The provision of your personal data is voluntary, but it is necessary to participate in the Campaign.

21. Any personal information supplied by you will be subject to the privacy policy of the Sponsor posted here https://www.novakidschool.com/terms_applications/Terms_Global_01_05_2022.pdf.

By entering the Campaign, you grant the Sponsor permission to share your email address and other personally identifiable information with Novakid's partners, agents, and/or services providers for the purpose of administration and prize fulfillment and delivery. You give your permission to publish the results and information about the winners of the Campaign on the Sponsor's website, social media accounts, and by other means necessary to fulfill its obligation to inform the participants and the public.

22. Personal data will be processed in line with Regulation (EU) 2016/679 of the European Parliament and of the Council of the European Union "On the protection of individuals with regard to the processing of personal data and on the free movement of such data, as well as repealing Directive 95/46 / EC (General Regulation on the protection of personal data)" (GDPR).

Claims

23. The Participants can submit all claims regarding the Campaign by email to the following address: contest@novakidschool.com before May 23, 2023.

24. A claim must include the Participant's name and surname, fully addressed correspondence, a description of and reasons for the claim, and a detailed explication of the request.

25. Claims submitted after the above deadline or claims that do not meet the requirements of Clause 23 of this section will not be considered by the Sponsor.

26. All claims will be processed without undue delay, but no later than 14 days from the claim receipt date. The Sponsor's decisions on claims will be final.

Other Provisions:

27. Please note that the results of all Novakid Inc's contests and promotional campaigns must be published in the official brand communities on social networks, and only after the publication of the results can brand representatives contact the winner.
28. The Sponsor reserves the right to change the Campaign dates subject to informing the participants via Novakid Inc's official Instagram account: @novakid_global or @novakidturkiye
29. The Sponsor does not ask the winners to pay to send the prize or make a contribution in order to participate in the Campaign; we do not ask the winners for their bank card details. Be careful not to fall victim to scammers!
30. The Campaign Participant hereby grants to "Novakid Inc." a worldwide, perpetual, royalty-free, irrevocable, transferable license to use the submitted materials and rights to display, reproduce, distribute, publish and use in any other way the submitted materials and / or the Campaign Participant and / or Your Child's name, likeness, images, photographs, voice, actual and paraphrased statements, biographical information and any other information or attribute identifying with the Campaign Participant and/or with Your Child in connection with participation in the Campaign (collectively Likeness), in whole or in part, distorted, altered, modified and/or adapted in character and / or in form, alone and / or accompanied by other material, including any text, image and / or other creative elements that may be used in connection with the Likeness and / or submitted materials, for any purpose whatsoever, including without limitation for the purpose of publicity, advertising, promotion, and / or other marketing for Novakid Inc. in all media now known or hereafter developed (including without limitation in the social media platforms and web and mobile applications). The Campaign Participant hereby waives any right to royalties or other compensation arising from or related to the use of Likeness and/or materials.