

Brita Filter Your Feed Donation

PROGRAM TERMS AND CONDITIONS

1. Eligibility: Brita Filter Your Feed Donation ("Program") is open to legal residents of the fifty (50) United States and D.C., eighteen (18) years old or older. Void where prohibited.

2. Sponsor: The Clorox Company ("Sponsor"), 1221 Broadway, Oakland, CA, 94607. **Charitable Organization:** The Cybersmile, Foundation, 530 Lytton Avenue, 2nd Floor, Palo Alto, CA 94301.

3. Charitable Purpose: The money raised through this Program will help the Charitable Organization further its charitable purpose of tackling all forms of digital abuse and bullying online and to promote diversity and inclusion by building a safer, more positive digital community. Through this Program, Sponsor will provide the Charitable Organization with a monetary donation of up to \$20,000 to support its efforts to reduce incidents of cyberbullying through education, promotion of positive digital citizenship, professional help and support services and research, as well as to deliver on its mission that everyone should be able to enjoy being a part of the new connected online world. Visit <https://www.cybersmile.org> for further information about the Charitable Organization.

4. Timing: The Program begins on April 3, 2017 at 12:00 p.m. Pacific Time ("PT") and ends on May 3, 2017 at 11:59 a.m. PT, or when the goal has been reached, whichever comes first ("Program Period").

5. How to Participate: You must have a Twitter account to participate. Twitter accounts are free, but subject to its terms of service: (<https://twitter.com/tos>). Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor and its agents. If you use your mobile device to participate, **standard data charges from your wireless carrier may apply.**

During the Program Period, there are two (2) ways to participate:

- a. visit filteryourfeed.com, authorize the Filter Your Feed Tool ("Tool") and follow the instructions to share its original content (gifs) to Twitter along with hashtag #FilterYourFeed ("Qualified Tweet Share"); or
- b. visit filteryourfeed.com, authorize the Tool, follow the instructions to filter and delete one or more negative Tweets from your Twitter feed ("Qualified Filter").

For each Qualified Tweet Share or Qualified Filter, Sponsor will donate \$1.00 to the Charitable Organization (up to \$20,000 in total donations) to be used to support its efforts to reduce incidents of cyberbullying through education, promotion of positive digital citizenship, professional help and support services and research, as well as, to deliver on its mission that everyone should be able to enjoy being a part of the new connected online world. Each Qualified Tweet Share or Qualified Filter must be unique to trigger a donation by Sponsor. ReTweets will not trigger a donation by Sponsor.

Limit: Sponsor will only make donations for one (1) Qualified Tweet Share and one (1) Qualified Filter per Twitter account per day.

Qualified Tweet Shares or Qualified Filters may not be indecent, obscene, hateful, tortious, defamatory, or libelous; contain material that violates or infringes another's rights; disparage Sponsor, Charitable Organization or any other person or party affiliated with the Program; or contain material that is unlawful in any way. Sponsor reserves the right to disqualify any Qualified Tweet Share or Qualified Filter in violation of these Terms and Conditions.

6. Donation Terms: No later than 90 days after the conclusion of the Program Period, Sponsor will calculate the number of Qualified Tweet Shares and Qualified Filters and will provide Charitable Organization with the monetary donation of up to \$20,000. Information concerning the Charitable Organization, including financial, licensing and charitable purpose information, may be obtained without cost by writing to the Charitable Organization at the above address.

7. Release: By participating, participant agrees to release and hold harmless Sponsor, HelloWorld, Inc., Charitable Organization, Scrubber, Twitter, Inc., and their respective parents, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and suppliers, and each of their respective officers, directors, employees and agents (collectively, "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 Program.

8. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Program, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the operation of the Program or to be acting in violation of these Terms and Conditions or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Program 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 remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision.

9. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by participants, typographical, printing errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software, or lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions; (3) unauthorized human intervention in any part of the Program; (4) other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, mechanical, or human error or otherwise, which may occur in the administration of the Program, or in any Program-related materials; (5) late, lost, undeliverable, delayed, inaccurate, garbled, damaged or stolen Tweets or data; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participation in the Program.

10. Disputes: Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Program 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 (Southern Division) 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 Program, and in no event will entrant be permitted to obtain attorneys' fees or other legal costs; and (3) under no circumstances will participant be permitted to obtain awards for, and participant 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 Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Program, 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.

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