

CF Sephora Haircare Giveaway Contest

OFFICIAL CONTEST RULES

Open to residents of Alberta only

NO PURCHASE NECESSARY TO ENTER TO WIN. Contest begins: Contest begins: 12:00 am EDT August 21, 2026. Contest ends: 11:59 pm EDT August 30, 2026. Open to legal residents of Alberta who are of the age of majority in their province of residence at the time of entry. There is 1 prize to be won. The prize consists of 1 Sephora Haircare giveaway prize bag valued at over \$350, packed with some of Sephora's best-in-class haircare products. The total retail value of the prize is \$350. Odds of winning depend on the total number of eligible entries. Winners will be chosen on or about September 1, 2026. Skill-testing question required. To enter, follow us on Instagram at cfchinookcentre, like the official giveaway post, and comment on the post with your all-time favourite Sephora haircare product. An Instagram account may only be used once to make an entry (no bulk entries or entries on behalf of more than one person). You may not create multiple accounts to enter. You are responsible for complying with all Instagram rules regarding the use of your account. Sponsored by The Cadillac Fairview Corporation Limited.

THESE OFFICIAL RULES CONTAIN A RELEASE AND AFFECT YOUR LEGAL RIGHTS. READ CAREFULLY.

1. **SPONSOR.** The contest is a CF SHOP! card® promotional draw sponsored by The Cadillac Fairview Corporation Limited, 20 Queen Street West, 5th Floor, Toronto, ON, M5H 3R4 (the "**Sponsor**").
2. **NO PURCHASE NECESSARY.** There is no purchase necessary to enter the contest or to win a prize.
3. **COMPLIANCE WITH OFFICIAL RULES.** By participating in this contest, you agree to comply with and be bound by these Official Rules. If you do not comply with any of these Official Rules, you may be disqualified in the sponsor's sole discretion. All decisions of the sponsor are final in all respects.
4. **PRIZES.** There is 1 prize to be won. The prize consists of 1 Sephora Haircare giveaway prize bag valued at over \$350, packed with some of Sephora's best-in-class haircare products. The total retail value of the prize is \$350. Prizes must be accepted as awarded and cannot be redeemed for cash.
5. **ODDS OF WINNING.** Odds of winning depend on the total number of eligible entries received during the contest period.
6. **ELIGIBILITY.** To be eligible to win, you must be a legal resident of Alberta and of the age of majority in your province of residence at the time of entry. You cannot enter the contest if you are an employee of the sponsor or its company affiliates or an immediate family member of an employee of the sponsor or its company

affiliates. Immediate family means mother, father, brother, sister, son, daughter, or common law partner or spouse.

7. **CONTEST PERIOD.** Contest period begins on August 21, 2026 at 12:00 EST and ends on August 30, 2026 at 11:59 EST.
8. **HOW TO ENTER.** To enter, follow us on Instagram at cfchinookcentre, like the official giveaway post, and comment on the post with your all-time favourite Sephora haircare product. An Instagram account may only be used once to make an entry (no bulk entries or entries on behalf of more than one person). You may not create multiple accounts to enter. You are responsible for complying with all Instagram rules regarding the use of your account.
9. **PROHIBITED CONDUCT.** It is prohibited to enter or to attempt to enter the contest other than as expressly permitted by these Official Rules, including through the use robotic, automatic, or programmed methods or the creation of multiple accounts or identities. It is prohibited to include any of the following in a contest entry: vulgar or offensive content, promotion of hatred or discrimination, or promoting or describing violent, illegal, unethical or immoral content.
10. **WINNER SELECTION.** Potential winners will be selected by a random drawing from all eligible entries on or about September 1, 2026 at 11:00 a.m. EST at 20 Queen Street West, Suite 500, Toronto, Ontario, M5H 3R4. Potential winners will be notified as soon as feasible by direct message via the Instagram account used to enter the contest. In order to be declared a winner, potential winners must: (a) correctly answer a skill-testing question administered by the sponsor and (b) return a completed release form that will require the potential winner to confirm the potential winner's eligibility and identity and confirm the potential winner's release of the sponsor, its affiliated companies or agents, its respective advertising or promotional agencies from all injury or damage caused or alleged to be caused by entering or participating in this contest or the use or redemption of a prize. Failure to respond within forty-eight (48) hours of being notified with a correct response to the skill-testing question and the release form may result in forfeiture of the prize and another random selection will take place and process repeated until all prizes have been awarded.
11. **DELIVERY OF PRIZE.** Arrangements for delivery of the prize will be made with the winner once the potential winner has fulfilled all requirements of these Official Rules. Delivery will occur within fourteen (14) days of being declared a winner. Delivery may require the winner to visit one of the sponsor's properties at the winner's own expense. Failure to accept delivery or to claim a prize may result in forfeiture of the prize.
12. **DISPUTES REGARDING IDENTITY OF WINNER.** If the identity of a potential winner is disputed, the sponsor may, in its sole discretion, deem the entry to have been submitted by the individual assigned to the Instagram account associated with the entry.
13. **RELEASE.** By entering the contest, you fully release the sponsor, its affiliated companies or agents, its prize suppliers, and their respective advertising or

promotional agencies from all liability of any kind relating to the contest, including, without limitation, any liability related to: (i) any technical malfunction or other problems that interfere with your entry; (ii) the failure of your entry or other information to be received, delivered, captured or recorded for any reason; (iii) any injury or damage to your or any other person's property; and (iv) the use or redemption of a prize.

14. **SPONSOR'S RIGHTS.** The sponsor reserves the right to modify or suspend the contest if the sponsor determines that there has been a printing error or technical malfunction or the security, integrity or proper administration of the contest has been compromised for any reason. The sponsor reserves the right to cancel, amend or suspend this contest, or to amend these Official Rules for any reason. The sponsor reserves the right to provide an accommodation to an entrant if requested by the entrant and if required to avoid unlawful discrimination or a breach of applicable law. Requests for accommodation must be received by the sponsor during the contest period at contests@cadillacfairview.com.
15. **PERSONAL INFORMATION.** Personal information is collected by the sponsor and its affiliates for the purposes of administering the contest, publishing a list of winners and fulfilling prize requirements. In addition, we may combine this information with other information collected about you when you use our other services or interact with us. We may use this combined information for the purposes described in our privacy policy, available at: <http://www.cadillacfairview.com/privacy-policy/>. If you have a privacy question or concern, you may contact our Chief Privacy Officer at cfprivacy@cadillacfairview.com or 20 Queen Street West, Suite 500, Toronto Ontario M5H 3R4.
16. **NOTICE CONCERNING INSTAGRAM.** This contest is not sponsored, endorsed or administered by, or associated with Instagram. The owners and operators of Instagram are completely released from all liability by each entrant in this contest. Any questions, comments or complaints regarding the contest must be directed to the sponsor and not Instagram.
17. This contest is subject to applicable federal, provincial, and municipal laws, and is void where prohibited by law.
