

**BRITA® FILTER REMINDER CONTEST  
OFFICIAL RULES**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The Brita® Filter Reminder Contest ("Contest") is open to legal residents of Canada who are at least 18 years of age or the legal age of majority in the province where they reside, whichever is older at the time of entry. Employees of The Clorox Company of Canada, Ltd., Merkle Inc. and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate. Contest is subject to all federal, provincial and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** The Clorox Company of Canada, Ltd., 150 Biscayne Crescent, Ontario, L6W 4V3.  
**Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

**3. Timing:** The Contest begins on March 15, 2024 at 12:00 a.m. United States Eastern Standard Time ("ET") ends on February 28, 2025 at 11:59 p.m. ET (the "Promotion Period") and consists of twelve (12) monthly entry periods (each an "Entry Period") as outlined in the chart below.

<b>Entry Period</b>	<b>Begins on (at 12:00 a.m. ET)</b>	<b>Ends on (at 11:59 p.m. ET)</b>	<b>Drawing on/around</b>
1	March 15, 2024	March 31, 2024	April 10, 2024
2	April 1, 2024	April 30, 2024	May 15, 2024
3	May 1, 2024	May 31, 2024	June 12, 2024
4	June 1, 2024	June 30, 2024	July 17, 2024
5	July 1, 2024	July 31, 2024	August 14, 2024
6	August 1, 2024	August 31, 2024	September 18, 2024
7	September 1, 2024	September 30, 2024	October 16, 2024
8	October 1, 2024	October 31, 2024	November 13, 2024
9	November 1, 2024	November 30, 2024	December 11, 2024
10	December 1, 2024	December 31, 2024	January 15, 2025
11	January 1, 2025	January 31, 2025	February 12, 2025
12	February 1, 2025	February 28, 2025	March 12, 2025

Sponsor's computer is the official time keeping device for this Contest.

**4. How to Enter:**

During the Promotion Period, visit <https://www.brita.ca/my-brita/register/> and follow the directions to submit your name and email address within the registration form. Next, select the tile advertising this Contest and follow the prompt to enter. You will receive one (1) Contest entry for the applicable Entry Period drawing. Non-winning entries from each Entry Period will carry-over into subsequent Entry Period drawings.

Limit: Each person may enter one (1) time during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized

account holder.

**5. Drawings:** Administrator is an independent judging organization whose decisions regarding the administration and selection of potential winners are final and binding in all matters related to the Contest. The potential Contest winners will be randomly selected from all eligible entries received during the applicable Entry Period, at 10:00 a.m. ET on the dates listed above in Section 3. Administrator will conduct the random drawings in Southfield, MI, U.S.A. Potential winners will be notified by email after the date of the random drawing. Potential winners will be required to correctly answer a time-limited mathematical skill testing question without any assistance in order to be eligible to receive a prize. Potential winners will be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within the stated number of days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted or fails to correctly answer the time-limited skill testing question, potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner forfeits the prize or is disqualified for any reason, an alternate winner will be selected in a random drawing from among all remaining eligible entries. Prizes will be fulfilled the latter of 8-10 weeks after the conclusion of the Contest.

**6. Prizes:** TWELVE (12) GRAND PRIZES (1 PER ENTRY PERIOD): A Brita® 10-cup Filtration Pitcher, and a 6-pack of Brita® Replacement Filters. Approximate Retail Value: \$90 CAD each.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize or a component thereof for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received for the applicable Entry Period drawing. Limit: One (1) prize per person.

**7. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "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 Contest or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Contest constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and province for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be

caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** The Contest is void where prohibited by law and is subject to all applicable Canadian federal, provincial, territorial, municipal and local laws. This Contest shall be governed exclusively by the laws of the Province of Ontario, including all issues and questions concerning the construction, validity, interpretation and enforceability of these rules, rights and obligations of the entrant between entrants and the Sponsor, and procedural provisions, without giving effect to any choice of law or conflict of law rules. Any dispute shall be adjudicated by the courts sitting in the City of Toronto in the Province of Ontario.

**12. Entrant's Personal Information:** Information collected from entrants will be used to administer the Contest and is subject to Sponsor's Privacy Policy <https://www.thecloroxcompany.com/privacy/>.

**13. Winner List:** For a winner list, [click here](#). The winner list will be posted after winner confirmation is complete.

**14. Promotion Emails:** By participating in the Contest, you agree to receive emails related to the Contest including a registration confirmation email, and if selected as a potential winner an email a winner email.

## **ABBREVIATED RULES**

### **ABBREVIATED RULES for TV and Radio**

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF CANADA AGE OF MAJORITY AND OLDER. VOID WHERE PROHIBITED. Contest begins March 15, 2024 and ends February 28, 2025 at 11:59 p.m. ET. For Rules and complete details, visit [www.brita.ca/my-brita/register](http://www.brita.ca/my-brita/register). Mathematical skill-testing question must be correctly answered to win. 12 prizes (approximate retail value \$90 each) available to be won with odds of winning depending on number of eligible entries received during applicable entry period. Sponsor: The Clorox Company of Canada, Ltd.

### **ABBREVIATED RULES for Print**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF CANADA AGE OF MAJORITY AND OLDER. VOID WHERE PROHIBITED. Contest begins March 15, 2024 and ends February 28, 2025 at 11:59 p.m. ET. For Official Rules, prize descriptions and odds disclosure, visit [www.brita.ca/my-brita/register](http://www.brita.ca/my-brita/register). Mathematical skill-testing question must be correctly answered to win. 12 prizes (approximate retail value \$90 each) available to be won odds of winning depending on number of eligible entries received during applicable entry period. Sponsor: The Clorox Company of Canada, Ltd., 150 Biscayne Crescent, Ontario, L6W 4V3.

### **Abbreviated rules for online Ads – Banner and Not a Banner**

NO PURCHASE NECESSARY. Legal residents of Canada age of majority and older. Begins 3/15/24 and ends 2/28/25. 12 prizes with approximate retail value \$90 each with odds of winning depending on number of eligible entries received during applicable entry period. Skill testing question required. To enter and for Official Rules, visit [www.brita.ca/my-brita/register](http://www.brita.ca/my-brita/register).