

## OFFICIAL RULES

### Social Promotions

Sponsored by Kimberly-Clark Global Sales, LLC  
2100 Winchester Road, Neenah, WI 54956 ("Sponsor")

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE OR NOT LOCATED IN THE 50 U.S. OR D.C. AT THE TIME OF ENTRY. THESE RULES AFFECT YOUR RIGHTS AND INCLUDE A CLASS ACTION WAIVER, WAIVER OF JURY TRIAL, AND INDEMNIFICATION OF SPONSOR AND OTHERS. PLEASE READ THEM CAREFULLY. IF YOU DO NOT WISH TO BE BOUND BY THESE RULES, YOU MAY NOT ENTER ANY PROMOTION.**

**This is an offer to enter a sweepstakes and does not imply that you have won a prize.**

The Depend, Poise, HUGGIES, GoodNites, Pull-Ups, Kleenex, Cottonelle, Scott, Viva, Kotex, UbyKotex, and/or Thinx, Brands and Kimberly Clark Global Sales, LLC and/or its related entities ("Sponsor") may occasionally conduct contests, sweepstakes and/or other giveaways (individually and collectively, "Promotion") on social media/networking websites including but not limited to X, Facebook, Instagram and Tik-Tok (each, a "Social Media Site"). Unless specifically noted otherwise by Sponsor, these terms and conditions, along with the terms of the Promotion Offer (defined below), shall serve as the official rules for any such Promotion conducted by Sponsor (the "Official Rules"). Sponsor may terminate, extend, suspend or alter any Promotion in its sole discretion, unless prohibited by law. Specific information for a Promotion (including start and end dates, methods of entry, and prizes) will be set forth in promotional material by the Sponsor on the Social Media Sites involved in the Promotion at the time of the Promotion (the "Promotion Offer"). By submitting an entry in any Promotion, you agree to these Official Rules, including the Promotion Offer.

**1. ELIGIBILITY:** A Promotion is open only to legal residents of the 50 United States, or Washington, D.C. ("Territory") who are 18 years of age or the age of majority (19+ AL/NE; 21+ MS), whichever is older at time of entry. Employees, officers, and directors of the Sponsor, Catalyst International ("Promotion Administrator") or any provider of any prize offered in a Promotion or any business or entity involved in the development, production, implementation, administration or fulfillment of a Promotion (collectively, "Promotion Entities"), and the immediate family members of any of the above (meaning spouses, parents, siblings and children living in the same household) are not eligible to enter or win. Void outside the Territory, in Puerto Rico, and wherever else prohibited by law. A Promotion is subject to all applicable laws.

**2. ENTRY:** No purchase necessary to enter or win a prize in a Promotion. A purchase will not improve your chance of winning. Void where prohibited. You must be a member of the Social Media Site on which the Promotion is being conducted to participate in the Promotion. Entry into any Promotion will only be via the method specified by Sponsor in the Promotion Offer on the Social Media Site. Message and data rates may apply. Unless otherwise specified by Sponsor, you may enter as often as you wish. All entries must include the information requested by Sponsor to be eligible. Only one prize per person, household, email address and/or username will be allowed in any thirty (30) day period. All entries must be received within the time period stated by Sponsor in the Promotion Offer to be eligible to win a prize (the "Promotion Period"). Late and/or subsequent entries per person, per household, per email address and/or per username will be disqualified. Sponsor and the other Promotion Entities are not responsible for failure to receive an entry or other communication for any reason including but not limited to submission and/or transmission failures, technical malfunctions and/or other conditions beyond its reasonable control. Entries generated by script, macro or other automated means are void. All entries become the property of Sponsor and will not be acknowledged or returned.

**Social Media Entry Via a Social Media Post:** When entry into a Promotion involves using your Social Media Account and making a Social Media post, including any content, such as comments, stories, pictures or videos (collectively, "Post"), you must:

- (i) have a personal individual Social Media account set to public (no corporate or shared accounts) and
- (ii) Follow the brand on social media platform (if not already following)

In addition, your Post must (a) be in your public feed, (b) comply with the Conditions of Submission below, (c) tag the applicable brand, (d) include any hashtag identified in the Promotion Offer, and (e) comply with any other requirements in the Promotion Offer.

If you don't already have a Social Media account, you can download the Social Media app on your mobile device and follow the directions to create an account; **Creating a Social Media account is free.** When posting on a Social Media Site using a mobile device, message and data rates may apply. Consult your service provider's plan prior to entering via a mobile device. Please note that you must agree to comply with the applicable Social Media terms of use to create and use an account. The Instagram terms are at <http://instagram.com/about/legal/terms/#>; the TikTok terms are at <https://www.tiktok.com/legal/page/us/terms-of-service/en>; the X terms are at <https://cdn.cms-twigitalassets.com/content/dam/legal-twitter/site-assets/terms-of-service-2025-05-08/en/x-terms-of-service-2025-05-08.pdf>; the Facebook terms are at <https://www.facebook.com/legal/terms/>.

Entries, including any Post, may be posted on Sponsor websites and/or social media accounts. Posting of an entry by Sponsor is not an indication that the entry has won a prize or is otherwise eligible for a prize. All entries are subject to a review by Promotion Administrator and Sponsor. By submitting any entry, you represent that your entry and any Post conforms to the Conditions of Submission set forth below, with all of these Official Rules and with the Promotion Offer. You also agree that Sponsor or the Promotion Administrator, in their sole discretion, may disqualify your entry from the Promotion if your entry fails to conform to these in any way.

#### **Conditions of Submission:**

- **Submission Guidelines:**
  - Entries must be your original creation; modifying, enhancing or altering preexisting work or using generative AI tools to create the work does not qualify as an original creation.
  - Videos may not include any music.
  - Each entry must comply with all rules and content guidelines of the Social Media Site on which it is posted.
- **Additional Conditions of Submission:** Any Post which Promotion Administrator or Sponsor, in their sole opinion, deems to be inappropriate for publication will not be displayed by Sponsor, and the corresponding entrant may be disqualified. Posts cannot: (i) contain any material that is sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (ii) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (iii) be obscene or offensive, endorse any form of hate or hate group; (iv) defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies; (v) contain or reference trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (vi) contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media); (vii) communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; or (ix) be in violation of any law. In addition, Posts should not identify other people without their express permission and should not post information

about anyone under 18 years of age. In addition, Posts should not identify other people without their express permission and should not post information about anyone under 18 years of age or the age of majority in their state.

BY ENTERING A PROMOTION AND SUBMITTING ANY POST, YOU ACKNOWLEDGE THAT THE POST SHALL BE DEEMED TO BE NON-CONFIDENTIAL AND NON-PROPRIETARY, AND THAT SPONSOR SHALL HAVE NO OBLIGATION OF ANY KIND WITH RESPECT TO SUCH POST AND SHALL BE FREE TO EDIT, EXPLOIT, MODIFY, PUBLISH, REPRODUCE, USE, DISCLOSE, DISSEMINATE AND DISTRIBUTE THE POST TO OTHERS WITHOUT LIMITATION IN ANY AND ALL MEDIA NOW KNOWN OR HEREAFTER DEvised, THROUGHOUT THE WORLD IN PERPETUITY FOR ANY PURPOSE – INCLUDING ADVERTISING – WITHOUT COMPENSATION, PERMISSION OR NOTIFICATION TO YOU OR ANY THIRD PARTY. YOU HEREBY GRANT TO SPONSOR AND ITS AGENTS, SUCCESSORS AND ASSIGNS, AN IRREVOCABLE, AND WORLDWIDE LICENSE TO USE IN PERPETUITY THE POST IN ANY FORM OR FORMAT AND TO MODIFY THE SAME AND ACKNOWLEDGE AND AGREE THAT IF SPONSOR DOES USE THE POST, YOU SHALL NOT BE ENTITLED TO ANY CREDIT, CONSIDERATION, NOTICE OR PAYMENTS OF ANY KIND. YOU ALSO WAIVE ANY MORAL RIGHTS THAT YOU MAY HAVE TO THE POST AND AGREE THAT IF SPONSOR ELECTS TO USE POST FOR ANY PURPOSE, ALL RIGHTS UNDER COPYRIGHT OR OTHER INTELLECTUAL PROPERTY RIGHTS WHICH MAY RESULT FROM THAT RELATING TO YOUR POST OR FROM USE OF THE SAME BY SPONSOR SHALL BE THE SOLE PROPERTY OF SPONSOR. YOU FURTHER AGREE THAT IF SPONSOR ELECTS TO USE YOUR POST, YOU WILL EXECUTE ANY DOCUMENTS REQUESTED BY SPONSOR REGARDING THIS ASSIGNMENT. IF ANY USE BY SPONSOR OR ITS AGENTS OF THE POST CAUSES THEM TO BE LIABLE TO ANY THIRD-PARTY, YOU AGREE TO INDEMNIFY SPONSOR AND ITS AGENTS, EMPLOYEES, AFFILIATES, SUBSIDIARIES, REPRESENTATIVE AND ALL RELATED PARTIES FROM AND AGAINST ANY AND ALL DAMAGES, COSTS, JUDGMENTS AND EXPENSES (INCLUDING REASONABLE ATTORNEY FEES) WHICH THEY INCURS AS A RESULT OF THEIR USE OF THE POST.

FURTHER, BY SUBMITTING A POST, YOU REPRESENT AND WARRANT THAT: (I) YOUR POST IS YOUR SOLE AND ORIGINAL CREATION AND THE POST HAS NOT BEEN COPIED IN WHOLE OR IN PART FROM ANY OTHER WORK NOR CREATED USING GENERATIVE AI TOOLS; (II) THE POST DOES NOT VIOLATE OR INFRINGE ANY COPYRIGHT, TRADEMARK/TRADENAME, OR OTHER PROPRIETARY RIGHT OF ANY PERSON (INCLUDING BUT NOT LIMITED TO RIGHTS OF PRIVACY OR PUBLICITY OR PORTRAYAL IN A FALSE LIGHT) OR ENTITY; (III) AT THE TIME OF SUBMISSION, THE POST IS YOUR SOLE AND EXCLUSIVE PROPERTY ; (IV) THE POST HAS NOT BEEN PREVIOUSLY PUBLISHED; (V) YOU OWN OR OTHERWISE HAVE RIGHTS TO USE ALL ELEMENTS OF THE POST; (VI) THE POST HAS NOT WON PREVIOUS AWARDS; (VII) PUBLICATION OF THE POST VIA ANY MEDIA, INCLUDING WEB POSTING, DOES NOT, AND WHEN USED BY SPONSOR WILL NOT, INFRINGE ON THE RIGHTS OF ANY THIRD PARTY; (VIII) YOU HAVE THE RIGHT TO GRANT THE RIGHTS GRANTED IN THESE OFFICIAL RULES WITH RESPECT TO ANY POST; AND (IX) THE CONSENT OF NO OTHER PERSON, FIRM, CORPORATION OR OTHER ENTITY IS REQUIRED TO ENABLE SPONSOR TO EXERCISE THE RIGHTS GRANTED IN THESE OFFICIAL RULES WITH RESPECT TO THE POST. YOUR FURTHER AGREE TO INDEMNIFY AND HOLD HARMLESS, SPONSOR, THE PROMOTION ENTITIES FROM AND AGAINST ANY CLAIMS TO THE CONTRARY OR FOR SPONSOR'S OR ITS AGENTS' USE OF THE POST AS AUTHORIZED HERIN.

**3. WINNER SELECTION:** If the Promotion is a sweepstakes or otherwise based upon chance, winners will be selected at random from among all eligible entries received during the Promotion Period. If the Promotion is a contest or otherwise based upon skill, winners will be selected according to the criteria set forth in the Promotion Offer. Winners will be selected on or about five days following the end of a particular Promotion Period by independent judges, whose decisions are final and binding on all aspects of the Promotion. The number of winners will be stated in the Promotion Offer. Sponsor's clock will be the official timekeeper for all Promotions. Winners will be notified within five (5) business days following the conclusion of the Promotion by a direct message via the applicable Social Media Site and/or via e-mail and/or telephone. If a winner does not respond to such notification within five (5) business days and/or does not meet the stated eligibility requirements, such winner will be disqualified, and Sponsor reserves the right to select an alternate winner from the remaining eligible entries received for the applicable Promotion. No more than the stated number of prizes in the Promotion Offer will be awarded. Winners may be required to sign and return an Affidavit of Eligibility, Liability Release and, where legally permissible, publicity release and/or provide other personal or tax information. Winners will have five (5) business days to provide all such information and to execute and return the Affidavit of Eligibility, Liability Release and publicity release (if required by Sponsor). If the winner's travel companion is a minor in his/her state or province of residence, any required documents must be signed by a parent or legal guardian. The failure to comply with the foregoing requirements or the return of any prize or prize notification as undeliverable may cause the winner to forfeit their prize and Sponsor reserves the right to select an alternate winner. Sponsor's decisions concerning selection of winners, as well as all other matters relating to any Promotion, are final and binding.

**4. PRIZES/ODDS:** The description of, number, and approximate retail value (ARV) of prizes to be awarded in any Promotion will be stated on the Promotion Offer for that Promotion. In no event will the total value of any prizes awarded in any individual Promotion exceed \$599. Prizes may not be substituted, transferred, assigned, or redeemed for cash; however, Sponsor reserves the right to substitute prizes for one of equal or greater value in the event the stated prize is unavailable. All other aspects of the prize shall be determined at Sponsor's sole discretion. Prize includes only what is specified in the prize description in the Promotion Offer. All taxes and other expenses not listed in the Promotion Offer are winner's responsibility. Odds of winning any chance Promotion depend upon the number of eligible entries received for that Promotion.

**5. PRIZE ACCEPTANCE.** Potential Winners will be notified by Sponsor's Social Media Team or Promotion Administrator through Social Media Site direct message (as applicable to the winning Entry). If any prize notification is ignored or returned as non-deliverable, or any Potential Winner is found to be ineligible or not in compliance with these Official Rules, or decides to decline the prize prior to award, disqualification may result, and prize may be awarded to a selected alternate, time permitting. In the event of a dispute as to identity of any Entrant, the authorized account holder of the email address associated with the Social Media account used to enter 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. Potential Winners may be required to show proof of being the authorized account holder to the Sponsor and/or Promotion Administrator or forfeit the prize. Please allow 4 – 6 weeks for prize fulfillment. At the Sponsor's discretion, prizes that are not claimed properly or in accordance with these Official Rules may not be awarded.

**6. RELEASE/LIMITATION OF LIABILITY/INDEMNIFICATION:** By participating in a Promotion and/or by accepting any prize that you may be awarded in a Promotion, you agree that the employees, officers and directors of Sponsor, Promotion Administrator, the Promotion Entities and each of their parent companies, subsidiaries and affiliates and their advertising, promotion, and fulfillment agencies and anyone involved in the production, development or implementation of this Sweepstakes, and Meta, Instagram, TikTok, or other applicable Social Media Site (collectively, the "Released Parties") shall not be liable for any and all actions, claims, including any third-party claims, personal injury, loss, death, or property damage arising in any manner, in whole or in part, directly or indirectly, from or relating to this Promotion, submission of a Post, or any Promotion or prize-related activity, or the acceptance, possession, use or misuse of any prize or any claims based on publicity rights, defamation or invasion of

privacy, or merchandise delivery. The Released Parties are not responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, weather, or terrorism. By participating in a Promotion, you agree that the Released Parties will not be responsible or liable for any injuries, damages, or losses of any kind, including direct, indirect, incidental, consequential, or punitive damages to persons, including death, or to property arising out of access to and use of any website associated with the Promotion, including any Social Media Site or the downloading from and/or printing material downloaded from such site. Without limiting the foregoing, everything regarding a Promotion, including all prizes, are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusion of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions. This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram, TikTok, X, or the applicable Social Media Site. You understand that you are providing your information to Sponsor and not to Facebook, Instagram, TikTok, X, or the applicable Social Media Site.

**7. RIGHT TO CANCEL OR SUSPEND SWEEPSTAKES: Warning:** If for any reason a Promotion is not capable of running as planned, whether due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, pandemics, or any other causes beyond the reasonable control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of a Promotion, the Sponsor reserves the right, at its sole discretion, to disqualify any individual(s) who tampers with the entry process, and/or to cancel or terminate the Promotion (or any portion thereof; modify or suspend the Promotion to address the impairment and then resume the Promotion in a manner that best conforms to the spirit of these Official Rules and the Promotion Offer; or randomly select winner(s) from among valid non-suspect entries received prior to and unaffected by the problem. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW

**8. GENERAL CONDITIONS:** Illegible, unintelligible or incomplete entries or Posts will be disqualified. The Released Parties are not responsible for any late, misdirected, or undelivered entries or for any entry removed by the Social Media Site on which it is posted. The Released Parties are not responsible for technical, network, electronic, computer, hardware or software failures of any kind, including any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any materials related to any Promotion. The Released Parties are not responsible for incomplete, garbled or delayed Internet/e-mail computer entries or for any malfunction or technical errors occurring on any Social Media Site on which a Promotion is conducted. The Released Parties are not responsible for any failure of an entrant to obtain the information in the Promotion Offer. In the event that technical or other circumstances compromise a Promotion, Sponsor reserves the right to cancel, modify or terminate the Promotion, and/or to select winners for prizes from all eligible entries received prior to the cancellation. The Released Parties are not responsible for typographical errors in the Promotion, any Social Media Site or these rules.

**9. CLAIMS/CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, any Promotion Offer, or the rights and obligations of entrant or participant in connection with any Promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without regard for conflicts of law doctrine, and all proceedings shall take place in the State of Wisconsin. All participants who enter a Promotion agree to submit to the exclusive jurisdiction of the courts of the State of Wisconsin and agree to waive the right to a jury trial with respect to any claim or dispute with regard to any aspect of any Promotion or these Official Rules. Any and all claims, judgments and awards in connection with a Promotion shall be resolved individually, without resort to any form of class action, and limited to actual out-of-pocket costs incurred in

connection with such Promotion but in no event attorney's fees; and under no circumstances will an entrant be permitted to obtain awards for, and entrants hereby waive all rights to claim punitive, incidental and consequential damages and any other damages, other than actual out-of-pocket expenses, and any and hereby waives all rights to have damages multiplied or otherwise increased.

**10. PUBLICITY/RELEASE:** Except where prohibited by law or regulation, by entering and/or accepting a prize you grant Sponsor permission to use your name, username/online alias, likeness, statements and Posts for any purpose in reference to a Promotion without additional compensation, consideration or consent. By entering, you irrevocably grant to Sponsor and its affiliates, legal representatives, assigns, agents, and licensees, the unconditional and perpetual right and permission to, reproduce, encode, store, copy, transmit, publish, post on the Internet, broadcast, display, publicly perform, adapt, modify, exhibit and or otherwise use or reuse (without limitation as to when or to the number of times used), your Submission(s) including but not limited to any Post, and any photo, essay, video or digital recording and performances contained in any of the above items (in each case, as submitted or as edited/modified in any way by the Sponsor, in its sole discretion) as well as any other materials or information submitted by you and arising out of your participation in this Promotion (with or without using your name) in any media throughout the world for any purpose, without limitation and without additional review, compensation, or approval from you or any other party. Sponsor's use of all information collected from participants will be in accordance with its privacy policy, found at <https://www.kimberly-clark.com/en-us/global-privacy-policy>. Sponsor reserves the right to use any such materials in all print and electronic media, and to edit any such materials for brevity and clarity. Any information provided is to Sponsor and not to Facebook, X, Instagram or the other Social Media Sites.

**11. WINNERS LIST:** For the name of the winners of a Promotion, please send a self-addressed stamped envelope to: Social Media Promotion, PO Box 736, North Branford, CT 06471, within thirty (30) days following the conclusion of the applicable Promotion.

**12. SPONSOR:** Kimberly-Clark Global Sales, LLC., 2100 Winchester Ave, Neenah, WI 54956  
The Promotion is not in any way sponsored, endorsed or administered by Meta, X, Tik Tok and the other Social Media Sites.