

“How to Build a Data-Driven Culture” Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

Purchase does not increase chance of winning.

The prize: A total of One Hundred (100) copies of the book, *Fail Fast, Learn Faster: Lessons in Data-Driven Leadership in an Age of Disruption, Big Data, and AI* by Randy Bean, with a total approximate retail value (“ARV”) of \$1,824 US dollars (approximately \$17.55 US dollars per book), will be distributed to One Hundred (100) winners, each winner will receive only one (1) prize. No cash or other prize substitution permitted. The prize is nontransferable. Any and all prize related expenses, including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the winner.

How to enter: No entry fee, payment, proof of purchase, donation, contribution or other consideration necessary. You may enter the Sweepstakes by selecting “yes” when asked if you would like be entered into the How Leading Firms Build a Data-Driven Culture Sweepstakes during the free webinar *How Leading Firms Build a Data-Driven Culture* scheduled to be held on September 15, 2021 10:00 AM - 10:45 AM EST | 4:00 - 4:45 PM CET (the “Webinar”) more information available here: <https://www.pegasystems.com/webinars/how-build-data-driven-culture>

Terms and Conditions

1. **By submitting an entry, you fully and unconditionally agree to and accept the Official Rules, including these Terms and Conditions.**
2. **The Sweepstakes is void where prohibited.** All federal, state and local laws and regulations apply. Subject to any governmental approval that may be required, Pegasystems Inc. (“Pegasystems”) reserves the right to, without prior notice and at any time, terminate the Sweepstakes, in whole or in part, or modify the Sweepstakes in any way, should any factor interfere with its proper conduct as contemplated by these Official Rules. The Sweepstakes will begin at approximately 9:45 AM Eastern Time on September 15, 2021 and entries may be submitted until approximately 10:45 AM Eastern Time on September 15, 2021. Pegasystems reserves the right, in its sole discretion, to cancel the Sweepstakes if it becomes technically corrupted or because of non-authorized human intervention.
3. **Eligibility.** Open to United States residents only. Must be at least 18 years old to enter. No entry fee, payment, proof of purchase, donation, contribution, or other consideration necessary. Employees, officers, or directors of Pegasystems, its affiliates, subsidiaries, and their children, parents, spouses, and members of their household are ineligible to participate. Government officials, including employees, are ineligible to participate. Only those who attend the Webinar are eligible to win a prize. A purchase does not enhance your chance of winning.
4. **Compliance with Your Company Policies.** It is your sole responsibility to review and understand your employer's policies regarding your eligibility to participate in promotions such as this Sweepstakes. **BY ENTERING THE SWEEPSTAKES OR BY ACCEPTING A PRIZE, YOU WARRANT AND REPRESENT THAT YOUR PARTICIPATION IN THIS SWEEPSTAKES AND RECEIPT OF ANY PRIZE, DOES NOT VIOLATE YOUR EMPLOYER’S POLICIES AND PROCEDURES, NOR THE LAWS, REGULATIONS, CONVENTIONS, OR RULES THAT APPLY TO YOU.** If you are participating in violation of your employer's policies, you may be disqualified from entering the Sweepstakes or receiving a Prize. The Sweepstakes Entities disclaim any and all liability or responsibility for disputes arising between an entrant and his/her employer related to this matter.
5. **Effective date of entries.** Entries are effective the date they are submitted. All entries become the exclusive property of Pegasystems and will not be acknowledged or returned.
6. **Selection of winners.** Winners will be determined by a random drawing from all eligible entries that are effective as of the drawing date. The drawing will be held on or around September 21, 2021. Entrants must

attend the Webinar to be eligible to win the prize. Prior to awarding any prize, Pegasystems, in its sole discretion, may require potential winners to sign and/or return an Affidavit of Eligibility and Release. Failure to return the Affidavit of Eligibility and Release completed and fully executed within five (5) days of prize notification and receiving the Affidavit of Eligibility (or a shorter time if required by exigencies), except where prohibited by applicable law, may cause the prize to be forfeited and potentially awarded to an alternate as solely determined by Pegasystems. Winners must agree to the use of their name, voice, and/or likeness for the purpose of advertising, trade, or promotion without further compensation, unless prohibited by law.

7. **Privacy.** Pegasystems considers your personal identifying information to be private, however the operation of this Sweepstakes requires the submission, use and dissemination of various items of personal identifying information. Your entry to this Sweepstakes constitutes acceptance of Pegasystems' policies and practices for the collection and use of personal identifying information. Please see Pegasystems' Privacy Notice available at: <https://www.pegasystems.com/privacy>, for a summary of Pegasystems' personal identifying information collection and use policies and practices.
8. **Publicity.** Your acceptance of any prize from this Sweepstakes shall, unless prohibited by law, also constitute a grant to Pegasystems of the right to print, publish, broadcast and use, worldwide, in any media now known or hereafter discovered and at any time, your name, picture, voice, likeness and/or biographical information, and company name for promotional purposes without additional compensation and without additional consent.

By participating in this Sweepstakes, you hereby give Pegasystems the right, without any obligation to compensate you, to publish, disclose, use, reproduce, exhibit, display, print and/or distribute your first name, first letter of the last name, company name, location (city and state), the amount of any prize and the Sweepstakes from which it was won and/or any quotation, statement, image or other content that you are willing to provide about this Sweepstakes.

9. **Notification of winners.** Sweepstakes winners will be notified by email or such other method(s) of contact as entrant provides in the event email is not available. Notice of winning will be sent to the winner on or around September 23, 2021. All decisions are final and binding. Should an email be returned to Pegasystems as invalid, two more attempts will be made via email and one by regular mail, if applicable. Winners must contact Pegasystems within 7 calendar days from the date the first notification is sent to claim their prize. Failure to contact Pegasystems within that 7-day period will result in immediate disqualification of the selected entrant and, at Pegasystems' discretion, a new winner will be selected. No exceptions will be made to this rule. Pegasystems is not responsible for and shall not be liable for late, lost, misdirected, or unsuccessful efforts to notify winners.
10. **Odds of winning.** The odds of winning will be determined by the number of eligible entries received.
11. **Other conditions.** Pegasystems its agents and representatives, its affiliates, subsidiaries, advertising, promotion and fulfillment agencies and legal advisors are not responsible for and will not be liable for (i) late, lost, damaged, misdirected, incomplete, unintelligible or postage due entries; (ii) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures or difficulties of any kind; (iii) failed, incomplete, garbled or delayed computer transmissions; (iv) any condition caused by events beyond the control of Pegasystems that may cause the Sweepstakes to be disrupted or corrupted; (v) any injuries losses or damages of any kind arising in connection with or as a result of the Sweepstakes, or from participation in the Sweepstakes; or (vi) any printing or typographical error in any material associated with the Sweepstakes.
12. **Indemnification.** You agree to release and hold Pegasystems, its employees, officers, directors, shareholders, agents, representatives, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Sweepstakes, including without limitation, personal injury, death and property damage, and claims based on publicity rights, defamation or invasion of privacy. You understand that you are providing your information to Pegasystems, as part of your entry into the Sweepstakes.

13. **Choice of law.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you and Pegasystems in connection with the Sweepstakes, will be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, USA.

14. **Winners List.** To obtain a copy of the winners' names (available after September 23, 2021) or a copy of these Official Rules, mail your written request along with a stamped, self-addressed envelope to: Pegasystems Inc., Attn: How Leading Firms Build a Data-Driven Culture, One Rogers Street, Cambridge, MA 02142. Requests must be received no later than October 23, 2021.