

Designing for Change Book Giveaway Official Rules

1. **The Book:** A copy of *Designed for Digital: How to Architect Your Business for Sustained Success* by Jeanne W. Ross, Cynthia M. Beath and Martin Mockler (the “Book”), with a total approximate retail value of \$35.00 US dollars per Book, will be distributed to all eligible recipient who opt-in to receive the Book. No cash or other substitution permitted. The Book is nontransferable. Any and all related expenses, including without limitation any and all federal, state, and/or local taxes shall be the sole responsibility of the recipient. The distribution of the Book to eligible recipients will take place within 8 weeks of the Webinar.
2. **By Opting-in to receive the Book, you fully and unconditionally agree to and accept the Official Rules, including these Terms and Conditions.**
3. **Eligibility.** Open to attendees of the free webinar *Designing for Change: Digital Transformation in the Time Of Uncertainty* scheduled to be held on Thursday, May 14, 2020 from 10:00AM-12:00 PM EDT (the “Webinar”) who opt-in to receive the Book between May 14, 2020 to May 22, 2020 and who attend the Webinar; **EXCLUDING:** minors; employees, officers, or directors of Pegasystems Inc., its affiliates, subsidiaries, and their children, parents, spouses, and members of their household; employees, officers, or directors of Pegasystems Inc.’s partners; and Government officials, including employees. Each participant in the Webinar is only eligible to receive one (1) Book.
4. **Privacy Notice.** Pegasystems considers your personal identifying information to be private, however the operation of this Book Giveaway requires the submission, use and dissemination of various items of personal identifying information. By opting-in you accept Pegasystems’ policies and practices for the collection and use of personal identifying information. Please see Pegasystems’ Privacy Notice available at: <https://www.pega.com/privacy>, for a summary of Pegasystems’ personal identifying information collection and use policies and practices.
5. **Other conditions.** Pegasystems Inc., 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) telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures or difficulties of any kind; (ii) failed, incomplete, garbled or delayed computer transmissions; (iii) any condition caused by events beyond the control of Pegasystems that may cause the Book Giveaway to be disrupted or corrupted, including the current Covid-19 pandemic and related impacts; (iv) any injuries, losses or damages of any kind arising in connection with or as a result of the Book Giveaway, or from participation in the Book Giveaway; or (v) any printing or typographical error in any material associated with the Book Giveaway.
6. **Indemnification.** You agree to release and hold Pegasystems Inc., 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 Book Giveaway, 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 Inc., to Opt-in to the Book Giveaway.

7. **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 Book Giveaway, will be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts, USA.