

## MiWay Student Ambassador Program 2021-2022 Official Program Rules and Regulations

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### **Program Rules & Regulations**

THE **MiWay Student Ambassador Program** (THE “**Program**”) IS INTENDED TO BE CONDUCTED IN CANADA ONLY (EXCLUDING THE PROVINCE OF QUEBEC) AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST MEET ELIGIBILITY REQUIREMENTS DESCRIBED BELOW. VOID IN WHOLE OR IN PART WHERE PROHIBITED BY LAW. APPLICATION FOR AND ENTRY INTO THIS PROGRAM CONSTITUTES ACCEPTANCE OF THESE PROGRAM RULES (the “Program Rules”).

1. **APPLICATION PERIOD:** To be eligible for consideration to be selected to participate in the Program as a MiWay Student Ambassador (as herein defined), all Eligible Entrants (as herein defined) must first submit a MiWay Student Ambassador Application entry form (“Application”) by **April 30, 2021** (“Application Period”). For those secondary schools for which no Applications have been received by the Program Sponsor (as herein defined) from students as Eligible Entrants by **April 30, 2021**, the Application Period may be extended by the Program Sponsor and remain open for only those secondary schools until **May 15, 2021**. No further Applications shall be accepted after the Application Period and/or any extensions. The Program Sponsor reserves the right in its discretion to close and terminate the above Application Period and extensions (if any) for Application submissions at any earlier time in response to demand. Limit one Application per person.
2. **PROGRAM PERIOD:** This Program commences **September 20, 2021** and ends on or about **April 30, 2022** (the “**Program Period**”) after which time the Program will be closed. Winner(s) may be selected from all eligible entries received from selected MiWay Student Ambassadors in accordance with the Program during the Program Period as provided in section 6 of these Rule and Regulations.
3. **HOW TO ENTER:** The MiWay Student Ambassador Application entry form (“Application”) will be made available electronically on line at **miway.ca/ambassador** during the Application Period by The Corporation of the City of Mississauga as represented by its **Transportation and Works Department** (“**Program Sponsor**”).

**STEP 1 (To Apply)** – Complete the online Application form including a short paragraph or bullet points (up to a 600 words only) and answer the following questions:

Q1: What would you do to encourage students in your school to choose MiWay?

Q2: How have you been involved in your school or local community? (Volunteer event, School Council, club, sport team etc.)

Q3: What skills do you have that will help you be successful in this program?

Q4: Which MiWay routes service your school?

***Step 1 Application entries must be completed and received by the Program Sponsor on or before April 30, 2021 or by May 15, 2021 for those secondary schools which may receive an extension as provided above.***

**STEP 2** – During the Program Period only those Eligible Entrants whose Applications have been selected by the Program Sponsor to become MiWay Student Ambassadors (as determined and defined in section 6 below) will be entitled to participate in the Program and complete and submit various tasks, submissions, writings and other works (collectively “Work”) for a chance to win prizes throughout the Program Period. **Each MiWay Student Ambassador must complete and submit a summary of the Program tasks before each deadline as listed below by e-mail to [miway.ambassador@mississauga.ca](mailto:miway.ambassador@mississauga.ca).**

By applying for and/or participating in this Program, each Eligible Entrant/MiWay Student Ambassador represents and warrants that: (i) the Application/Work does not contain any material that is libelous, defamatory, profane or obscene; (ii) the Application /Work is original and all right, title and interest (including copyright) in and to the answers contained in the Application/Work is owned and/or controlled by the Eligible Entrant/MiWay Student Ambassador to the full extent necessary to enable the Program Sponsor to use the Application/Work in connection with the Program and other purposes; and (iii) the Application/Work does not infringe upon the intellectual property or other statutory or common law rights of any third party.

4. **NO PURCHASE NECESSARY:** There is no purchase necessary to make an Application to be considered for the Program or to be a Winner during the Program.
5. **WHO CAN APPLY AND ENTER:** This Program is open to all individuals who, at the time that they apply for and if successful enter the Program: (i) are a registered secondary school student at either a Mississauga Peel District Secondary School or a Mississauga Dufferin-Peel Catholic District Secondary School; and (ii) are legal residents of Canada outside of the Province of Quebec (“Eligible Entrants”). For Eligible Entrants who have not reached the age of majority in their province or territory of residence at the time of entry, the Eligible Entrant’s custodial parent’s or legal guardian’s written consent is required on the entry form Application for the entry to be valid, and is also required on any other documentation in respect of this Program, including photo consent releases required to be submitted at the start of the Program. The Program Sponsor’s elected officials, and the councillors, directors, officers, employees, suppliers, agents, sponsors, contractors, administrators, licensees, or other representatives of the Program Sponsor, or of its advertising or promotional agencies, or any member of their immediate families or households, are not eligible to enter. In the event more than one team of two (2) Eligible Entrants apply per secondary school as a potential MiWay Student Ambassador Team, **ONLY** one MiWay Student Ambassador/Team will be selected by the MiWay Marketing staff based on the criteria stipulated in section 6 below.

6. **MIWAY STUDENT AMBASSADOR AND WINNER SELECTION:** MiWay Student Ambassadors and Winners shall be selected as follows:

**MIWAY STUDENT AMBASSADOR SELECTION: One Eligible Entrant or one team of two (2) Eligible Entrants** will be selected by the MiWay Marketing staff from **each secondary school** from all Applications received by the Program Sponsor from Eligible Entrants during the Application Period or during any extensions to the Application Period based on the following criteria: **The completion of the online Application form described at [miway.ca/ambassador](http://miway.ca/ambassador) and the quality of the successful completion of the four questions on the application.** The odds of being selected as a MiWay Student Ambassador are dependent upon the quality and number of eligible Applications received by the Program Sponsor during the Application Period or during any extensions to the Application Period. **All selected MiWay Student Ambassadors/MiWay Student Ambassador Teams, or their parent/legal guardian for a minor under 18 years of age, will be required to first sign and submit a “Consent for Use of Audio, Video and Photo Provided Form” and “Consent to Audio Record, Videotape Photograph Form” prior to participating in the Program.**

The determination of successful Applicants/entrants selected to participate in the Program as a MiWay Student Ambassador will be made on or before **May 21, 2021.**

Each secondary school signing on a MiWay Student Ambassador/Team at their school will receive (20) twenty \$6.20 PRESTO cards to be used for distribution to students in their school. Value of one hundred and twenty four dollars (\$124.)

- a. **WINNERS: Before being declared a winner, each MiWay Student Ambassador selected to be a winner shall first be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited skill-testing question to be administered during the Program Period, to comply with these Program Rules and to sign and return a Prize Winner Confirmation and Release form.**

### **Core Tasks**

Throughout the Program each of the MiWay Student Ambassadors will be asked to complete eleven (11) core tasks which comprise: (i) the below listed eight (8) core tasks and (ii) attending three (3) meetings when organized by the Program Sponsor. If a MiWay Student Ambassador successfully completes **ALL eleven (11) of the core tasks**, they are eligible to receive one (1) Amazon e-gift card valued at twenty five dollars (CAD \$25). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.**

Core 1(A) Winner(s) - On or about **September 20 2021**, each MiWay Student Ambassador must attend the kick off meeting in September. One MiWay Student Ambassador that attends the kick-off meeting will be randomly selected to receive one (1) Amazon e-gift card valued at twenty-five dollars (CAD \$25). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize. The winner will be selected by random draw. Program points will be awarded to those who successfully complete the activity.**

Core 1(B) Winner(s) - On or about **October 15, 2021**, the MiWay Student Ambassador

must complete the Meet Your Ambassadors activity and one (1) first place winner will be selected out of all the entries to receive one (1) Amazon e-gift card valued at sixty dollars (CAD \$60), a second place winner will be selected and will receive one (1) Amazon e-gift card valued at thirty dollars (CAD \$30) and a third place winner will be selected and will receive one (1) Amazon e-gift card valued at fifteen dollars (CAD \$15). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.** The submissions will be evaluated by MiWay Marketing staff based on the following criteria: **creativity of the Work, the relevance of the Work to the Program, the uniqueness of the Work and the overall quality of the Work. Program points will be awarded to those who successfully complete the activity. Additional points will be awarded to the top three (3) submissions.**

Core 2 (A) Winner(s) - On or about **November 26, 2021** the MiWay Student Ambassador must complete the Snapshot Contest activity and one (1) first place winner will be selected out of all the entries to receive one (1) Skip the dishes e-gift card valued at sixty dollars (CAD \$60), a second place winner will be selected and will receive one (1) Skip the dishes e-gift card valued at thirty dollars (CAD \$30) and a third place winner will be selected and will receive one (1) Skip the dishes e-gift card valued at fifteen dollars (CAD \$15). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.** The submissions will be evaluated by MiWay Marketing staff based on the following criteria: **creativity of the Work, the relevance of the Work to the Program, the uniqueness of the Work and the overall quality of the Work. Program points will be awarded to those who successfully complete the activity. Additional points will be awarded to the top three (3) submissions.**

Core 2 (B) Winner(s) - On or about **November 26, 2021** the MiWay Student Ambassador must complete the Create a Poll activity and one (1) winner will be selected out of all the entries and will receive one (1) Starbucks e-gift card valued at twenty five dollars (CAD \$25). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize. The winner will be selected by random draw. Program points will be awarded to those who successfully complete the activity.**

Core 3 (A) Winner(s) - On or about **February 25, 2022** the MiWay Student Ambassador must complete the Video Challenge activity and one (1) first place winner will be selected out of all the entries to receive one (1) Starbucks e-gift card valued at sixty dollars (CAD \$60), a second place winner will be selected and will receive one (1) Starbucks e-gift card valued at thirty dollars (CAD \$30) and a third place winner will be selected and will receive one (1) Starbucks e-gift card valued at fifteen dollars (CAD \$15). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.** The submissions will be evaluated by MiWay Marketing staff based on the following criteria: **creativity of the Work, the relevance of the Work to the Program, the uniqueness of the Work and the overall quality of the Work. Program points will be awarded to those who successfully complete the activity. Additional points will be awarded to the top three (3) submissions.**

Core 3 (B) Winner(s) - On or about **February 25, 2022** the MiWay Student Ambassador must complete the Video: My Travel Tips on MiWay activity and one (1) winner will be selected out of all the entries and will receive one (1) Amazon card valued at twenty five dollars (CAD \$25). **In the event that there are two (2) members in an**

**Ambassador Team, each person will receive the prize. The winner will be selected by random draw. Program points will be awarded to those who successfully complete the activity.**

Core 4 (A) Winner(s) - On or about **April 8, 2022** the MiWay Student Ambassador must complete the Recruitment Video activity and one (1) first place winner will be selected out of all the entries to receive one (1) Amazon e-gift card valued at sixty dollars (CAD \$60), a second place winner will be selected and will receive one (1) Amazon e-gift card valued at thirty dollars (CAD \$30) and third place winner will be selected and will receive one (1) Amazon e-gift card valued at fifteen dollars (CAD \$15). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.** The submissions will be evaluated by MiWay Marketing staff based on the following criteria: **creativity of the Work, the relevance of the Work to the Program, the uniqueness of the Work and the overall quality of the Work. Program points will be awarded to those who successfully complete the activity. Additional points will be awarded to the top three (3) submissions.**

Core 4 (B) Winner(s) - On or about **April 8, 2022** the MiWay Student Ambassador must complete the MiWay Recruitment Social Media Post activity and one (1) winner will be selected out of all the entries and will receive one (1) Amazon e-gift card valued at twenty five dollars (CAD \$25). **In the event that there are two (2) members in an Ambassador Team, each person will receive the prize. The winner will be selected by random draw.** Program points will be awarded to those who successfully complete the activity.

### **Optional Tasks**

Throughout the Program each of the MiWay Student Ambassadors will have the opportunity to complete eleven (11) optional tasks listed below. Program points will be awarded to those who successfully complete the activity.

Optional 1 (A) Winner(s) - On or about **October 15, 2021** the MiWay Student Ambassador may complete the Like and Follow activity to receive program points.

Optional 1 (B) Winner(s) - On or about **October 15, 2021** the MiWay Student Ambassador may complete the Share and Retweet activity to receive program points.

Optional 1 (C) Winner(s) - On or about **October 15, 2021** the MiWay Student Ambassador may complete the Survey activity to receive program points.

Optional 2 (A) Winner(s) - On or about **November 26, 2021** the MiWay Student Ambassador may complete the MiWay Meme activity to receive program points.

Optional 2 (B) Winner(s) - On or about **November 26, 2021** the MiWay Student Ambassador may complete the Survey activity to receive program points.

Optional 3 (A) Winner(s) - On or about **February 25, 2022** the MiWay Student Ambassador may complete the Create and Share activity to receive program points.

Optional 3 (B) Winner(s) - On or about **February 25, 2022** the MiWay Student Ambassador may complete the Survey activity to receive program points.

Optional 4 (A) Winner(s) - On or about **April 8, 2022** the MiWay Student Ambassador may complete the One Reason to Apply activity to receive program points.

Optional 4 (B) Winner(s) - On or about **April 8, 2022** the MiWay Student Ambassador may complete the Create and Share activity to receive program points.

Optional 4 (C) Winner(s) - On or about **April 8, 2022** the MiWay Student Ambassador may complete the Survey activity to receive program points.

Optional 4 (D) Winner(s) - On or about **April 8, 2022** the MiWay Student Ambassador may complete the My Ambassador Experience activity and one (1) first place winner will be selected out of all the entries to receive one (1) Ultimate Dining e-gift card valued at sixty dollars (CAD \$60), a second place winner will be selected and will receive one (1) Ultimate Dining e-gift card valued at thirty dollars (CAD \$30) and third place winner will be selected and will receive one (1) Ultimate Dining e-gift card valued at fifteen dollars (CAD \$15). In **the event that there are two (2) members in an Ambassador Team, each person will receive the prize.** The submissions will be evaluated by MiWay Marketing staff based on the following criteria: **creativity of the Work, the relevance of the Work to the Program, the uniqueness of the Work and the overall quality of the Work. Program points will be awarded to those who successfully complete the activity. Additional points will be awarded to the top three (3) submissions.**

## Grand Prizes

The first place prize for the MiWay Student Ambassador with the **highest total number of program points**, would consist of one (1) year free transit on MiWay, on a PRESTO card valued at nine hundred and fifty dollars (CAD \$950) and an Apple AirPods Pro valued at three hundred and twenty nine dollars (CAD \$329) or similar prize of approximate equivalent value. In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.

The second place prize for the MiWay Student Ambassador with the **second highest total number of program points**, would consist of one (1) Apple AirPods valued at two hundred and twenty dollars (CAD \$220) or similar prize of approximate equivalent value and one (1) PRESTO card valued at one hundred dollars (CAD \$100). In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.

The third place prize for the MiWay Student Ambassador with the **third highest total number of program points**, would consist of one (1) Amazon e-gift card valued at one hundred dollars (CAD \$100) and a PRESTO card valued at one hundred dollars (CAD \$100). In the event that there are two (2) members in an Ambassador Team, each person will receive the prize.

If more than one MiWay Student Ambassador or MiWay Student Ambassador Team receives the same highest total number of program points, each would need to complete a tiebreaker activity to determine the First, Second and Third Place Overall Program Winners. If a MiWay Student Ambassador or MiWay Student Ambassador team fails to submit the tiebreaker activity by the deadline, it will result in a forfeit. The submitted tiebreaker activity will be judged and ranked by the MiWay Marketing staff. The submissions will be evaluated by MiWay Marketing staff based on the following criteria: creativity of the Work, the relevance of the Work to the Program, the uniqueness of the Work and the overall quality of the Work.

Odds of being selected as one of the winners for the Core Tasks, Optional Tasks and/or the Grand Prizes are dependent on the total number and quality of eligible entries received. Prizes must be accepted as awarded and are non-exchangeable, non-transferable, non-refundable and not redeemable for cash equivalent. The winner is not entitled to the monetary difference between the actual prize value and stated approximate prize value, if any. Any unclaimed prize will be forfeited and have no cash value. The Program Sponsor reserves the right, in its absolute discretion, to substitute a prize of equal value in whole or in part for any reason.

- b. **NOTIFICATION:** The Applicants selected by the Program Sponsor to be MiWay Student Ambassadors and those MiWay Student Ambassadors selected as winners of the Core Tasks, Optional Tasks and Grand Prizes (“Winners”) will be notified by the Program Sponsor by telephone or email no later than the end of the 5 Business Days following the date of selection (the “**Notification Period**”). Each selected MiWay Student Ambassador and each selected Winner must respond by telephone to the contact number provided in the notification and the selected MiWay Student Ambassador’s or Winner’s response must be received by the Program Sponsor no later than 5 Business Days from the date upon which notification was made by the Program Sponsor (the “**Response Period**”). “**Business Day**” means any day that is not: a Saturday, Sunday or a day upon which the Program Sponsor is not open for business and the end of the Business Day shall mean 4:30 p.m. Eastern Time, in Mississauga, Ontario on that Business Day. For the purposes of calculating the Response Period, the day upon which notification was made by the Program Sponsor shall not be counted as part of the Response Period. If the selected MiWay Student Ambassador or Winner does not respond within the Response Period, he/she will be disqualified and will not be eligible to participate in the Program or receive a prize and another Applicant may be selected to participate in the Program or another MiWay Student Ambassador selected as a Winner in the Program Sponsor’s sole discretion. The Program Sponsor is not responsible for the failure for any reason whatsoever of a selected MiWay Student Ambassador or selected Winner to receive notification or for the Program Sponsor’s failure to receive a response from the selected MiWay Student Ambassador or selected Winner.
- c. **DISQUALIFICATION:** If a selected MiWay Student Ambassador or selected Winner : (i) cannot be located or contacted or does not reply to the Program

Sponsor's notification within the Notification Period or Response Period; (ii) has not complied with any one of these Program Rules; (iii) declines being MiWay Student Ambassador or declines the prize, as the case may be; then that person's Application is disqualified or the prize forfeited and the Program Sponsor may, but is not obligated to, select another Applicant from the remaining Applications or another Winner from the remaining eligible entries received during the Program Period (not including the entries chosen for the other prizes) for a chance to receive the prize. The Program Sponsor reserves the right to not select another Application entry or award a prize if any of the events in subsections 6(d)(i) – (iii) occur.

- d. **FIRST PRIZE PRESENTATION:** First Prize winner(s) will be presented his/her prize at a City of Mississauga General Committee or City Council meeting after the winner has been successfully contacted and notified of his/her prize and fulfilled the requirements set out herein.
  - e. **WINNER ANNOUNCEMENTS:** Winner(s) will be announced on the **MiWay's website** miway.ca, Facebook Page @MiWaymississauga and Twitter account @MiWayHelps.
7. **CONDUCT:** Program Sponsor reserves the right at its sole discretion to disqualify any individual from the Program, and to ban that individual from any future Program of the Program Sponsor, if Program Sponsor finds or believes such individual to be tampering with the Application or entry process or the operation of the Program or where applicable, the Program website; to be acting in violation of the Program Rules or in a disruptive manner, or with intent to annoy, abuse, threaten or harass Program Sponsor, Program Sponsor's employees, contractors and agencies, other Eligible Entrants, MiWay Student Ambassadors or any other person. Any attempt by an Eligible Entrant, MiWay Student Ambassador or any other person to deliberately damage any website or undermine the legitimate operation of the Program is a violation of criminal and civil laws and should such an attempt be made, Program Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.
8. **RELEASE OF LIABILITY:** The Program Sponsor and its elected officials, its advertising, media buying and promotional agencies and their respective councillors, directors, officers, employees, suppliers, agents, sponsors, contractors, administrators, licensees, and representatives (collectively, the "**Program Entities**") accept no responsibility for any injury, loss, or damage that the Eligible Entrant, MiWay Student Ambassador or any other person, may suffer in connection with the Eligible Entrant's/MiWay Student Ambassador's, or any other person's, participation in the Program or any Program related activity, and/or the Eligible Entrant's/MiWay Student Ambassador's, or any other person's, acceptance, use, or misuse of any prize; any breach of the Program Rules by the Eligible Entrant/MiWay Student Ambassador or any other person; the conduct of the Program; the operation of the website through which Eligible Entrants/MiWay Student Ambassadors may submit Applications or entries to or in the Program; any alternate method of entering the Program; or any third party claims in relation to the Program (collectively, "**Claims**"). By applying for, entering or participating in the Program, each Eligible Entrant/MiWay Student Ambassador irrevocably releases and indemnifies the Program Entities from and against any and all Claims that the Eligible Entrant/MiWay Student Ambassador or any third party may have against the Program Entities and/or in relation to the Program. Selected Winners will be



required to first sign and return, within the time period indicated on the documents, a declaration of compliance with the Program Rules and a full liability and publicity release and/or any other document required by the Program Entities in relation thereto, failing which the prize shall be forfeited.

9. **DISCLAIMER AND LIMITATION OF LIABILITY:** The website through which the Program is offered, and all software and hardware used to operate the website, are made available for Eligible Entrants/MiWay Student Ambassadors to enter or participate in the Program on an "as is" basis without warranty of any kind, express or implied, including, but not limited to, implied warranties of merchantability and fitness for a particular purpose. There are no warranties that the Program website or the software and hardware used to operate it will be uninterrupted or error-free, that defects will be corrected, that it is free of viruses, worms or other harmful components, that entries will be received or processed or that the Program website or the software and hardware used to operate it are accurate, reliable or secure. In no event will the Program Entities be liable for any lost or damaged data. None of the Program Entities shall be responsible for lost, stolen, delayed, damaged or misdirected Applications or entries, or for any failure, or for any problems or technical malfunction of any internet or telephone network or broadcast transmission during the Program Period. Without limiting the release of liability provisions herein, and for greater certainty, the Program Entities will not be liable for:

- (i) any incorrect or inaccurate information, whether caused by Program website users or by any equipment or programming associated with or utilized in the Program or by any technical or human error which may occur in the processing of Applications or entries in the Program;
- (ii) any error, omission, interruption, deletion, defect or delay in operation of the Program website or any transmission in connection with the Program;
- (iii) any communications line failure, theft, destruction or unauthorized access to, or alteration of, Applications or entries;
- (iv) any problems with, or technical malfunction of, any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, or failure of e-mail which may occur for any reason whatsoever, including technical problems or traffic congestion on the Internet or at any website or combination thereof; or
- (v) any injury or damage to Eligible Entrant's/MiWay Student Ambassador's or to any other person's computer related to or resulting from participating or downloading materials in this Program.

10. **CANCELLATION OR MODIFICATION OF PROGRAM:** If for any reason, this Program is, in the Program Sponsor's sole discretion, not capable of running as planned (including, without limitation, by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, human error, fraud, technical limitation or failures, applicable law, unforeseen obstacles, pandemics, or any other causes which in the sole opinion of Program Sponsor could corrupt, compromise, undermine or otherwise affect the administration, security, fairness, integrity, viability or proper conduct of the

Program), Program Sponsor reserves the right in its sole and absolute discretion to modify these Program Rules and/or to modify or suspend or terminate all or any part of the Program. Program Sponsor further reserves the right to cancel or terminate this Program at any time for any reason. Program Sponsor reserves the right to select Eligible Entrants/MiWay Student Ambassadors to be eligible to apply or win prizes from among all eligible entries received up to the time of any such cancellation, termination, modification or suspension, as applicable.

11. **RULES BINDING:** By entering this Program, each Eligible Entrant/MiWay Student Ambassador acknowledges and agrees that the Program Rules are legally binding. All decisions of the Program Sponsor, MiWay Marketing staff and any Program judges, if applicable, are final and without appeal in all matters relating to this Program, the acceptance of Applications, the selection of MiWay Student Ambassadors and Winners and the awarding of points and the prizes. All Applications/entries shall become the property of the Program Sponsor.
12. **GOVERNING LAW:** The Program is subject to all applicable laws and shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein.
13. **PERSONAL INFORMATION:** All personally identifiable information (“**Personal Information**”) collected in connection with this Program will be used solely for purposes of administering this Program and for publicity and promotional purposes relating to the Program and for any consistent purposes. The Eligible Entrants/MiWay Student Ambassadors acknowledge that the Program Sponsor is governed by the *Municipal Freedom of Information and Protection of Personal Information Act* (“**MFIPPA**”) and that all Personal Information supplied in the Application entry form and all other information collected in the course of the Program may be subject to public disclosure under MFIPPA. This Personal Information will not otherwise be sold or transmitted to third parties except to third-party agents and service providers in connection with the foregoing activities. Consent for Use of Audio, Video, and Photo Provided/Consent to Audio Record, Videotape and Photograph forms, Eligible Entrant/MiWay Student Ambassador names and emails will be stored securely. Names of the Program Winners may be published by the Program Sponsor. By entering the Program each Eligible Entrant/MiWay Student Ambassador grants his/her permission for the collection, use and disclosure of his/her Personal Information, including personal image, submitted to the Program Sponsor for the foregoing purposes.
14. **PUBLICITY:** By participating in the Program, each winner agrees that his or her name, province or territory of residence, any statements made relating to the Program and any photograph or other likeness of the winner may be used by the Program Entities for any and all commercial purposes in any and all media, whether now known or hereafter devised, without further permission or compensation, including, without limitation, in any advertising or broadcasting material relating to the Program and/or future similar Programs, except where prohibited by law.
15. **VIRTUAL MEETINGS:** All MiWay Student Ambassadors meetings will be held virtually via WebEx and will not be recorded or no personal information will be screen captured during the meeting. All participants will be muted with their cameras off.

16. **COPYRIGHT:** Each Eligible Entrant/MiWay Student Ambassador agrees that all copyright in his/her completed Application entry form and in any Work or material depicting the Eligible Entrant's/MiWay Student Ambassador's image, likeness or other information about the Eligible Entrant/MiWay Student Ambassador shall be vested in the Program Sponsor and each Eligible Entrant/MiWay Student Ambassador hereby irrevocably assigns all of his/her worldwide intellectual property rights in and to such Application entry form and Work or materials to the Program Sponsor and waives all moral rights therein. By providing the Work to the Program Sponsor in connection with the Program, each Eligible Entrant/MiWay Student Ambassador hereby irrevocably assigns and transfers all right, title and interest (including copyright) in and to the Work, including the worldwide, gratuitous, irrevocable, and exclusive right to copy, use, modify, reproduce, display, adapt and transmit the Work for use in all media now known or hereafter devised in perpetuity beginning on the date of entry, including, but not limited to, in connection with the administration, promotion and exploitation of the Program. The Eligible Entrant/MiWay Student Ambassador hereby confirms that the Application/Work is an original work, solely created by the Eligible Entrant/MiWay Student Ambassador, and that no third party participated as an author, co-author, photographer or otherwise in the creation of the Application/Work or any part thereof. The Program Sponsor assumes no responsibility for any claims of infringement of rights to copyright, privacy and/or personality, and all such liability shall remain with the Eligible Entrant/MiWay Student Ambassador. The Program Sponsor reserves the right to exclude any Application/Work on the basis of concerns relating to the rights of third parties, including but not limited to privacy, copyright, defamation, rights of personality, obscenity or hate speech, as determined by the Program Sponsor in its sole discretion.
17. **CITY LOGOS:** Subject to the restrictions below, the Program Sponsor agrees to grant to the Eligible Entrant/MiWay Student Ambassador a revocable, non-exclusive license, to copy, reproduce and use ("**Use**") the **MiWay ("Logos")** in the Application/Work solely and strictly for the purposes of applying for, entering or participating in this Program and educating your school community about MiWay. For the MiWay Student Ambassador Program such use will be subject to the Program Sponsor's review and each Eligible Entrant/MiWay Student Ambassador agrees that the Program Sponsor may at its sole and absolute discretion revoke the aforementioned license and require the Eligible Entrant/MiWay Student Ambassador to remove any and all Logos from the Work. Each Eligible Entrant/MiWay Student Ambassador agrees that it shall not modify, enhance, revise, alter or create derivative works of, modify, adapt, translate (except for proportional sizing) all or any part of the Logos.

FURTHER INFORMATION: For assistance or questions about this program or a copy of the Official Program Rules, mail your queries to:

**MiWay Marketing**

**3484 Semenyk Court Mississauga, Ontario L5C 4R1** or email

[miway.ambassador@mississauga.ca](mailto:miway.ambassador@mississauga.ca)

18. **ENTRANT'S AGREEMENT:** By entering or participating in the Program, each Eligible Entrant/MiWay Student Ambassador, and if such persons are under the age of majority in his/her province of residence, each Eligible Entrant's/MiWay Student Ambassador's custodial parent/legal guardian, agrees to the foregoing Program Rules.

For program details visit [www.miway.ca/ambassador](http://www.miway.ca/ambassador)