

## 2024 Tableau Iron Viz Student Contest Official Rules

THE FOLLOWING CONTEST IS OPEN TO VALIDLY REGISTERED USERS OF TABLEAU PUBLIC WHO ARE LEGAL RESIDENTS OF ARGENTINA, AUSTRALIA, AUSTRIA, BELGIUM, CANADA (EXCLUDING QUEBEC), CHINA, CZECH REPUBLIC, DENMARK, ESTONIA, FINLAND, FRANCE, GERMANY, GREECE, HONG KONG, HUNGARY, INDIA, IRELAND, JAPAN, LUXEMBOURG, NETHERLANDS, NEW ZEALAND, NORWAY, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SOUTH KOREA, SPAIN, SWEDEN, SWITZERLAND, UNITED KINGDOM OR THE UNITED STATES AND MEET THE OTHER ELIGIBILITY REQUIREMENTS BELOW. DO NOT ENTER THIS CONTEST IF YOU ARE NOT A RESIDENT OF THE JURISDICTIONS OR IF YOU ARE OTHERWISE PROHIBITED BY LOCAL LAW TO PARTICIPATE IN THE SAME.

PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

1. **Contest Description:** The 2024 Tableau Iron Viz Student Contest (“**Contest**”) is a skill-based contest in which a Tableau Public user can submit a workbook using Tableau software as described below. Contest is void where prohibited by law.

2. **Term:** The Contest begins on November 1, 2023 at 12:00 p.m. Pacific Time (“**PT**”) and ends on January 1, 2024 at 11:59 p.m. PT (the “**Term**”).

3. **Eligibility:** To be eligible to enter the Contest, at the time of entry, you must: (i) be currently enrolled in a degree-granting program at an accredited academic institution at the time of submission; (ii) be a validly registered user of Tableau Public (see [public.tableau.com](https://public.tableau.com) for registration information); (iii) have validly registered as a contestant in this Contest at <https://www.tableau.com/academic/student-iron-viz> (“**Site**”); (iv) be a legal resident of Argentina, Australia, Austria, Belgium, Canada (excluding Quebec), China, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Ireland, Japan, Luxembourg, Netherlands, New Zealand, Norway, Poland, Romania, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, United Kingdom or the United States; and (v) be the age of majority or older in the jurisdiction where you reside. Employees and representatives of Salesforce, Inc., including its subsidiary, Tableau Software and any of its respective parents, agents, subsidiaries, advertising and promotional agencies (collectively, “**Tableau**” or “**Sponsor**”), any prize provider; any employee of a Government Entity<sup>1</sup> or Government-Owned Entity<sup>2</sup>, and any entity involved in the development, production, implementation, administration or fulfillment of the Contest, and their immediate family members (defined as parents, children, siblings, spouse, or life partner) and persons living in the same household, and members of the Contest’s Judging Panel (defined below) (together the “**Contest Entities**”), are not eligible to participate or win any prize(s). Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

4. **How to Enter:** To enter the Contest, during the Term, (i) visit <https://www.tableau.com/academic/student-iron-viz> (“the Site”); (ii) follow the instructions on the Site to register as a contestant in the Contest; (iii) properly download the Tableau software and connect to the data set available only on <https://public.tableau.com/app/profile/tableau.research/viz/shared/TZYH2MD9G> (the “**Data Set**”); (iv) produce and publish a Tableau workbook to Tableau Public based on the Contest theme: Data + Movies; and (v) provide the URL of the workbook to Sponsor at <https://forms.gle/JDgvGdv2hzxPz3m69> (“**Submission**”). Your Submission must be based solely on the Data Set provided by Sponsor on the Site. Your Submission must be made downloadable on request. All Submissions must comply with all Tableau terms and conditions of use at [www.tableausoftware.com/tos](https://www.tableausoftware.com/tos).

Each Entrant may submit only one (1) Submission during the Term and a Submission must be received by Sponsor during the Term. Submissions entered into the Contest will not be acknowledged. Proof of entry does not constitute proof of receipt by Sponsor. Only eligible Submissions actually received by Sponsor during the Term may be eligible to win the Prize. Contest Entities and Internet/wireless access providers are not responsible for (i) inaccessible, lost, late, misdirected, mutilated, damaged, irregular, altered, counterfeit, fraudulent, incomplete, or illegible Submissions, or (ii) for any computer-related, online, telephonic, or technical malfunctions that may occur. Illegible, unintelligible, inaccessible, non-public, incomplete, garbled, late, misdirected, damaged, irregular, counterfeit, fraudulent, or mutilated Submissions will be disqualified. Sponsor reserves the right, in its discretion, to disqualify any Submissions not in compliance with these Official Rules.

By submitting your Submission as described above, you agree, represent, and warrant that your Submission conforms to the

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<sup>1</sup> “Government Entity” means any national, state, provincial, municipal, or local governmental organization, including any department, agency, ministry, instrumentality, or branch of such organizations, as well as public international organizations like the International Monetary Fund, the United Nations, and the World Bank.

<sup>2</sup> “Government-Owned Entity” means organizations owned or controlled by a Government Entity. Examples include i) Companies that are at least 30% owned, controlled, or funded by a Government Entity; OR ii) Companies that perform government functions on behalf of government (also known as “State-Owned Enterprises” or “SOEs”), such as a public university, public K-12 school, public hospital, state-owned oil company, bank, airline, utility, energy, water, customs, or sovereign wealth fund; OR iii) Companies owned or controlled by a royal family or, if outside of the U.S., a political party.

Submission Guidelines and Restrictions included in these Official Rules. Sponsor may choose to remove any Submission or disqualify you from the Contest if it believes that your Submission fails to conform to the Guidelines and Restrictions. Upon completion of entry steps and compliance with the Guidelines and Restrictions, you ("**Entrant**") will receive one (1) entry into the Contest.

#### Submission Guidelines and Restrictions

- a. You agree to the terms and conditions of use of the [www.tableausoftware.com](http://www.tableausoftware.com) website at [www.tableausoftware.com/tos](http://www.tableausoftware.com/tos), and also hereby grant Sponsor an irrevocable, royalty-free, worldwide, sublicensable license to use your Submission for advertising, marketing, promotional and any other use (including the rights granted in Section 12 below);
- b. Your Submission must be in English;
- c. Your Submission shall be relevant, at Sponsor's sole discretion, to the Contest theme: Data + Movies;
- d. Your Submission shall only use Tableau software for all data visualization. The use of other software, services, applications, and/or help, assistance, or aid in any form is strictly prohibited and portions of a Submission containing such work may not be considered during judging;
- e. Your Submission shall only contain the Data Set available at the Site;
- f. Your Submission must not supply untruthful, incomplete, inaccurate or misleading information;
- g. Your Submission must be your original creation and be owned 100% by you or you must have the right to grant the rights specified in Section 12;
- h. Your Submission must not (in Sponsor's discretion): (i) violate any third-party intellectual property or other rights, including copyrights, trademark rights, patent rights, confidentiality, or rights of privacy and publicity; (ii) contain disparaging or defamatory content; (iii) include threats to any person, place, business, or group; (iv) be obscene, offensive, or indecent; (v) depict any risky behavior; (vi) contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and/or (vii) contain third-party trademarks or logos.
- i. You represent and warrant that: (i) the Submission does not violate any applicable law, rule or regulation; (ii) to the extent the Submission depicts any individual or features the voice or other qualities of any individual, you are the individual pictured, heard, or otherwise featured in the Submission, or, alternatively, that you have obtained written permission from each person appearing in the entry to grant the rights to Sponsor described in these Official Rules, and will make written copies of such permissions available to Sponsor upon request; and (iii) the Submission complies with all requirements of these Official Rules.
- j. By providing a Submission and otherwise participating in this Contest, you represent and warrant that your participation in the Contest is solely in your individual capacity and not as a multi-person team or on behalf of your employer or any other entity or organization.

If the Submission violates any of the above guidelines and restrictions, Sponsor may, in its sole discretion, disqualify participant from this Contest and restrict the participant from competing in future Student Iron Viz Contests.

If participating in this Contest via your mobile device (which service may only be available via select devices and participating wireless carriers, and is not required to enter), you may be charged for standard data use from your mobile device according to the terms in your wireless service provider's data plan. Normal airtime and carrier charges and other charges may apply to data use and will be billed on your wireless device bill or deducted from your pre-paid balance. Wireless carrier rates vary, so you should contact your wireless carrier for information on your specific data plan.

**5. How to Win:** From on or about January 2, 2023 to on or about January 19, 2024, a panel of judges selected at Sponsor's discretion ("**Panel**") will score each eligible Submission for the Term based on the following judging criteria ("**Judging Criteria**") for a maximum of five (25) points per each Judging Criteria, twenty (100) points total:

1. Submission's Analytical Depth of the Data Set;
  2. Beauty and Design of Submission;
  3. Storytelling of Submission (note, does not have to use the StoryPoints Tableau feature);
- and
4. Visualization best practices.

The Panel will evaluate and attribute a final score to each Submission made up of scores of equal weight for each of the above-listed criterion.

The top three (3) Submissions that receive the highest scores from the Panel will be selected as the winners. In the event of a tie, a Submission that received a higher score from the Panel in the category of "Submission's analysis of the Data Set" will be selected as a winner. All winners are considered potential winners until certain conditions in these Official Rules have been met (see "**Verification of Potential Winner**" below).

On or around January 26, 2024, the top three (3) winners will be determined, notified by email, and announced in publicly available forums, events, or media as determined, selected and represented by the Sponsor. If a winner does not respond to the notification attempt on or before February 1, 2024, then such winner may be disqualified and an alternate winner will be selected from among the remaining eligible entries based on the Judging Criteria.

The Panel's decisions are final with respect to all aspects of the Contest judging. Sponsor and its parent, affiliates, subsidiaries, employees, agents, officers and directors, advertising and Contest agencies, and their respective officers, directors, employees and their respective agents will not be liable for unsuccessful efforts to notify a winner. To the fullest extent permitted by applicable law, Sponsor will require each winner to sign and return, within seven (7) days of being notified, a Declaration of Eligibility, Liability and Publicity Release in order to claim a prize. If (i) a winner does not reply within seven (7) days; (ii) any required documents are not returned within seven (7) days, such as the Affidavit of Eligibility and Liability/Publicity Release; or (iii) if a winner fails to abide by these Official Rules, is determined ineligible, or is otherwise unable to accept the prize as stated, the prize will be forfeited and will be awarded to an alternate winner in accordance with the Judging Criteria and these Official Rules. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, the prizes will be awarded to the person with the highest scoring Submission in accordance with the above Judging Criteria from among all eligible claimants making purportedly valid claims to award the prizes available.

**Verification of Potential Winner:** EACH POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. AN ENTRANT IS NOT A PRIZE WINNER UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE AND NO FURTHER ACTION IS NEEDED.

**6. Prizes:** Each winner will receive the following prizes to attend and participate in the 2024 Tableau Conference currently scheduled for the Spring 2024 but subject to change ("**Conference**"): (i) one (1) registration to the Conference (Approximate Retail Value "**ARV**" of \$2,000), (ii) coach airfare (ARV: up to \$2,000); (iii) hotel accommodations for four (4) or five (5) nights (hotel selected by Tableau on behalf of each winner, ARV: up to \$1,250); (iv) a \$250 gift certificate to the Tableau Store (ARV: \$250); and (v) a Tableau Certification voucher (ARV: up to \$250).

Total ARV of all Prizes: \$17,250. All prizes are in US Dollars.

**7. Prize Restrictions:** ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER. Prizes are not transferable. No substitutions or exchanges of any prize (including for cash) will be permitted, except that Sponsor reserves the right to substitute a prize of comparable or greater value for any prize. Sponsor will not replace any lost or stolen prizes or prize components. Only the number of prizes stated in these Official Rules are available to be won in the Contest. The prize consists of only those items specifically listed as part of the prize. LIMIT ONE (1) PRIZE PER PERSON. Odds of winning depend on the number and quality of eligible entries received.

Except for applicable manufacturer's standard warranties, the prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including any implied warranty of merchantability or fitness for a particular purpose).

**8. Disclaimer:** Sponsor; Salesforce, Inc.; and any of its respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, consultants, contractors, legal counsel, public relations firms, employees and advertising, fulfillment and marketing agencies (collectively, the "**Released Parties**") will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions, public votes, or entries; (b) phone, electronic, hardware, software, network, Internet, or other computer or communications-related malfunctions or failures beyond Sponsor or the Released Parties' reasonable control; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the reasonable control of Sponsor or the Released Parties; or (d) any printing or typographical errors in any materials associated with the Contest.

**9. No Social Media Endorsement:** This Contest is in no way sponsored, endorsed or administered by, or associated with any social media platform, including but not limited to Facebook, Twitter or LinkedIn. Any information you provide in connection with the Contest is to the Contest Entities and not to any social media platform. You understand that by using and interacting with any social media platform, you are subject to the terms, conditions, and policies that govern the use of

those sites. You should therefore review their applicable terms and policies, including privacy and data gathering practices, before using and interacting with those sites.

**10. Use of Name, Likeness, etc.:** Except where prohibited by law, by accepting a prize, winners consent to Sponsor's use of their name, likeness, address (city and state only), statements, photograph, voice, Submission, and/or likeness for advertising, marketing, and promotional purposes related to the Contest, and for any other business purposes, in any and all media now known or later devised, worldwide and without further notice, compensation, consideration, review or consent and without regard to moral rights. Winners may be required to provide a signed release acknowledging such consent.

**11. Limitations of Liability:** By participating in the Contest, Entrants agree, to the fullest extent of the law, to release and hold harmless Sponsor, and its respective parent, related companies, subsidiaries, affiliates, directors, officers, employees, and agents from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including claims, costs, injuries, losses and damages related to rights of publicity or privacy, moral rights, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL THE SPONSOR OR THE RELEASED PARTIES BE LIABLE FOR ANY SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF USE, LOSS OF PROFITS OR LOSS OF DATA, WHETHER IN AN ACTION IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, ARISING OUT OF OR IN ANY WAY CONNECTED TO YOUR PARTICIPATION IN THE CONTEST OR USE OR INABILITY TO USE ANY EQUIPMENT PROVIDED FOR USE IN THE CONTEST OR ANY PRIZE, EVEN IF A RELEASED PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT WILL THE AGGREGATE LIABILITY OF THE RELEASED PARTIES (JOINTLY) ARISING OUT OF OR RELATING TO YOUR PARTICIPATION IN THE CONTEST OR USE OF OR INABILITY TO USE ANY EQUIPMENT PROVIDED FOR USE IN THE CONTEST OR ANY PRIZE EXCEED \$10. THE LIMITATIONS SET FORTH IN THIS SECTION WILL NOT EXCLUDE OR LIMIT LIABILITY FOR PERSONAL INJURY OR PROPERTY DAMAGE CAUSED BY PRODUCTS RENTED FROM THE SPONSOR, OR FOR SPONSOR'S OR THE RELEASED PARTIES' GROSS NEGLIGENCE, INTENTIONAL MISCONDUCT, OR FOR FRAUD.

**12. Right to Terminate or Modify:** If, for any reason, the Contest is not capable of running as planned, including because of tampering, unauthorized intervention, fraud, technical failures or interruptions, force majeure, health-related quarantines, public disruptions, or any other cause beyond the control of Sponsor which may corrupt or affect the administration, security, fairness, safety, integrity or proper conduct of this Contest, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to modify these Official Rules at any time for clarification purposes without materially affecting the terms and conditions of the Contest. Any attempt to deliberately damage the content or operation of this Contest is unlawful and subject to legal action by Sponsor or its agents.

**13. License to Submission:** By entering the Contest, you represent and warrant that you either own all of your Submission or you have the right to post the Submission and grant the rights granted to Sponsor under these Official Rules. If you do not have these rights, or do not want to grant these rights, do not enter this Contest. By entering the Contest, you do not grant any ownership rights you may have to your Submission. However, you hereby grant to Sponsor and its designees a worldwide, irrevocable, non-exclusive, royalty-free, fully-paid, sublicenseable (through multiple tiers of distribution) and transferable license to use, reproduce, modify, distribute, prepare derivative works of, display publicly or otherwise, and perform your Submission in connection with our business, in any media formats or in tangible form and through any media channels now known or later developed. Sponsor will have no obligation to publish or use or retain any Submission you submit or to return any such Submission to you. You agree that it is your sole responsibility to obtain all permissions and releases necessary for the grant of the rights contained in this paragraph. You agree to take, at Sponsor's expense, any further action (including execution of affidavits, tax forms, and other documents) reasonably requested by Sponsor to effect, perfect or confirm Sponsor's rights as set forth above in this paragraph. You will not be entitled to compensation for any use by Sponsor, or its agents, licensees or assignees, of your Submission.

**14. Privacy:** By participating in the Contest, you acknowledge that you have read and agree to the conditions of Sponsor's privacy policy, located at <https://www.salesforce.com/company/privacy/>, which governs the collection, use and disclosure of personal information for the purposes of this Contest. Furthermore, you consent to the collection, use and disclosure of your personal information by Sponsor and its authorized agents for the purposes of administering this Contest and prize fulfillment. For questions regarding our privacy policy, please contact us at [privacy@salesforce.com](mailto:privacy@salesforce.com).

**15. Governing Law:** Except where prohibited, entrant agrees that any and all disputes, actual or alleged claims, and causes

of action at law or in equity, ("Claims") will be resolved individually, without resort to any form of class action. Claims arising out of or relating to this Contest, including without limitation, the interpretation of the Official rules or any prize awarded will be resolved by applying the laws of California, without regard to conflict of laws. Claims will be solely and exclusively brought in the state or federal courts located in San Francisco, California.

16. **Winner List / Official Rules:** For a copy of the Official Rules for this Contest, please visit the Site. To receive the name, city, and country of the winners, send an email to [public@tableau.com](mailto:public@tableau.com) with the subject, "2024 Tableau Iron Viz Student Contest." Requests must be received within four (4) weeks of the end of the Term.

17. **Sponsor:** Salesforce, Inc., and its subsidiary, Tableau Software is the sponsor of this Contest.

18. **Disclaimer:** The trademarks associated with the Prize awarded under this Contest are registered or unregistered trademarks of their owners, who are not affiliated nor have endorsed this Contest. Prizes awarded under this Contest may be subject to restrictions and licenses from their manufacturers and may require additional hardware, software, service, or maintenance to use. The prize recipient shall bear all responsibility for use of such prize in compliance with the conditions imposed by the manufacturer, and any additional costs associated with its use, service, or maintenance.

19. **Severability:** If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision thereof.

20. **General Conditions:** By participating in the Contest, Entrants agree to comply with and be bound by these Official Rules. Failure to comply with these Official Rules may result in disqualification from the Contest. Entrants further agree to comply with and be bound by decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right, in its discretion, to disqualify any individual it finds to be: (i) tampering or attempting to tamper with the operation of the Contest or Sponsor's website(s); (ii) violating these Official Rules; (iii) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor's property or services; or (iv) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. The use of the terms "include" or "including" in these Official Rules is illustrative and not limiting.

Although Sponsor attempts to ensure the integrity of the Contest, Contest Entities are not responsible for the actions of entrants or other individuals in connection with the Contest, including entrants' or other individuals' attempts to circumvent these Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Contest. Contest Entities are not responsible for injury or damage to entrant's or to any other person's computer(s), wireless devices, other equipment or person(s), related to or resulting from participation in the Contest or downloading materials from or using any website. In the event of any conflict between any details contained in these Official Rules and details contained in any Contest advertising materials, the details of the Contest as set forth in these Official Rules shall prevail. Screen shots or any other evidence of entry submission will not be deemed receipt of any such entry.