

Tableau Data Analysis Contest- Official Rules

THE FOLLOWING CONTEST IS OPEN TO VALIDLY ATTENDEES OF TABLEAU CONFERENCE 2017 WHO ARE LEGAL RESIDENTS OF AUSTRIA, AUSTRALIA, BELGIUM, CANADA, DENMARK, FRANCE, GERMANY, IRELAND, JAPAN, NETHERLANDS, NORWAY, SINGAPORE, SPAIN, SWEDEN, UNITED KINGDOM OR THE UNITED STATES. DO NOT ENTER THIS CONTEST IF YOU ARE NOT A RESIDENT OF AUSTRIA, AUSTRALIA, BELGIUM, CANADA, DENMARK, FRANCE, GERMANY, IRELAND, JAPAN, NETHERLANDS, NORWAY, SINGAPORE, SPAIN, SWEDEN, UNITED KINGDOM OR THE UNITED STATES 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: VOID WHERE PROHIBITED BY LAW. The Tableau Public Contest (“Contest”) is a skill contest in which a Tableau user can submit a workbook and dashboard using Tableau Public software.

2. Term: The Contest begins on 5 September 2017 at 12:01 a.m. Eastern Time (“ET”) and ends on 20 September 2017 at 11:59 p.m. Pacific Time (“PT”) (the “Term”).

3. Eligibility: To be eligible to enter the Contest, at the time of entry, you must: (i) be a validly registered user of Tableau Public; (ii) have validly registered as a contestant in this Contest at <http://tabsoft.co/FitData17>; (iii) be a legal resident of the fifty United States including the District of Columbia, Austria, Australia, Belgium, Canada, Denmark, France, Germany, Ireland, Japan, Netherlands, Norway, Singapore, Spain, Sweden or United Kingdom (iv) be above the age of majority in the jurisdiction where you reside (“Entrant”). Employees and representatives of Tableau Software, its respective parents, agents, subsidiaries, advertising and promotional agencies, any prize provider, and any entity involved in the development, production, implementation, administration or fulfilment of the Contest, and their immediate family members (defined as parents, children, siblings, spouse, or life partner) and persons living in the same household, are not eligible to participate. Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

4. How to Enter: To enter the Contest, visit <http://tabsoft.co/FitData17>, the “Site,” during the Term, register as a contestant, properly download the Tableau Public software, connect to any publicly available government or public data set or dataset you knowingly are making publicly available without restriction and are authorizing its release as publicly available data without warrant, restriction or contingency, produce and publish a Tableau Public data visualization, and provide the URL of the visualization to Sponsor at <http://tabsoft.co/FitData17> (“Submission”). Your Viz Submission must be based solely on the data set you knowingly provide and authorize to make public, and be publically accessible and available at all times during the Term. Your Viz Submission must be made downloadable on request. All Submissions must comply with all Tableau terms and conditions of use, available at <http://www.tableausoftware.com/tos>.

Submissions entered into the Contest will not be acknowledged. Proof of entry does not constitute proof of receipt by Sponsor. Submissions must be received by Sponsor no later than the end of the Term. Only eligible Submissions actually received by Sponsor during the Term will be eligible to win. Sponsor is not responsible for (i) inaccessible, lost, late, misdirected, mutilated, damaged, irregular, altered, counterfeit, fraudulent, incomplete, or illegible Submissions, which are void, or (ii) for any computer-related, online, telephonic, or technical malfunctions that may occur. Illegible, unintelligible, inaccessible, non-public, incomplete, garbled, or mutilated Submissions will be disqualified. Sponsor reserves the right, in its sole discretion, to disqualify any Submissions not in compliance with these Official Rules.

By making a Submission and participating in the Contest, you represent and warrant that: (i) you agree to the terms and conditions of use of the www.tableausoftware.com website available at <http://www.tableausoftware.com/tos>, and also hereby grant Tableau an irrevocable, royalty-free license to use your Submission for marketing, promotional and any other use; (ii) you are the owner of the Submission, the Submission is your original work, and you have secured any and all rights, releases, or permissions necessary for the use and distribution of your Submission by Tableau; (iii) your Submission does not violate or infringe upon the copyright, trademark, or other intellectual property rights, publicity rights, or

any other rights of any third party; (iv) your Submission contains data that is publicly available or is now made publicly available and does not contain data that should remain confidential or private.

5. How to Win: One (1) winner will be selected for the Main Prize (as defined below).

A panel of judges, comprised of Tableau employees and industry experts ("Panel") will evaluate all submissions based on the following criteria:

25% - Overall Design

25% - Storytelling (note does not have to use the StoryPoints Tableau feature)

25% - Accurate analysis

25% - Overall quality

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 Submission that receives the highest overall score from the Panel will be selected as the winner. In the event of a tie, the Submission(s) that received the higher score from the Panel in the category of "Overall" will be selected as the Winner.

During the 2017 Tableau Conference, the winner will be selected, notified by email and announced in publicly available forums, events and media as determined, selected and represented by the Sponsor. If the winner does not respond to the notification attempt within three (3) days from the first notification attempt, then such potential winner will be disqualified and an alternate winner will be selected from among the remaining contestants based on the judging criteria described herein.

The judges' decisions are final with respect to all aspects of the Contest. 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. If a potential winner declines a prize, fails to claim a prize, cannot be contacted within the time period stated herein, fails to abide by the Official Rules, is determined to be ineligible, or if a prize notification email is returned as undeliverable, such prize will be forfeited, and Sponsor may select the next highest scoring Submission as an alternate potential winner.

6. Prizes:

The Main Prize will be awarded to each of four (4) winners and one (1) additional person of each winner's choosing. The Main Prize for each person is: an instore shopping excursion to either Lululemon retail store located in Las Vegas, Nevada during the 2017 Tableau Conference Las Vegas, Nevada (currently scheduled for 9 - 13 October, 2017) to select an outfit consisting of one (1) top and one (1) bottom with a retail value of up to USD 150.00 ("Prize").

Total Approximate Retail Value of Prizes: \$1,200.00

No prize substitution, cash substitution, or assignment or transfer of any of the prizes is permitted, except by Sponsor for reason of unavailability. The prize consists of only those items specifically listed as part of the prize. Sponsor does not make, nor in any manner is responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prizes including but not limited to their quality, fitness for purpose, or condition. All taxes, costs, and fees associated with the Prize are the sole responsibility of the winners. LIMIT ONE PRIZE PER PERSON. Odds of winning depend on the number of entries and the skill of the entrants.

7. Conduct: 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 shall be final and binding in all respects. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the operation of the Contest or Sponsor's web site(s); (b) violating these Official Rules; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor's property or services; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

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 and promotional purposes related to the Contest, and for any other business purposes, in any and all media now known or hereafter devised, worldwide and without further notice, compensation, consideration, review or consent and without regard to moral rights.

8. Use of Submissions and Associated Name, Likeness, etc. Except where prohibited by law, by submitting an Submission, You grant Tableau, its agents and licensees, the irrevocable, sub-licensable, royalty-free right and license to reproduce, publish, transmit, distribute, create derivative works from and otherwise use the photograph or video, as well as your image or likeness as reflected therein and your name and/or biographical information in association with the media, for marketing, public relations or other promotional purposes, in perpetuity, throughout the world, in all media and formats now or later known or developed, without further notice or compensation therefor.

9. 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 and all liability for any claim, injury, loss, or damage of any kind arising from or in connection with the Contest (including but not limited to the receipt, use, or misuse of any prize or any component thereof) or the promotion thereof. Sponsor assumes no responsibility or liability for the following: (a) telephone or technical malfunctions that may occur; (b) any incorrect or inaccurate information, any of the equipment or programming associated with or utilized in the Contest, or any technical or human error which may occur in the processing of purchases and/or invoices in connection with the Contest; (c) any injury or damage to participants related to or resulting from participating in this Contest, including any use or receipt of a prize awarded herein; or (d) any use or inability to use any awarded prize.

10. 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, force majeure, or any other cause beyond the control of Sponsor which may corrupt or affect the administration, security, fairness, 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.

11. Privacy: By participating in the Contest, you acknowledge that you have read and agree to the conditions of Sponsor's privacy policy, located at <http://www.tableausoftware.com/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 info@tableau.com.

12. Governing Law: All federal, state, municipal, provincial, and local laws and regulations apply. This Contest and these Official Rules are governed and interpreted by the laws of the State of Washington without regard to its conflict of law provisions. VOID WHERE PROHIBITED.

13. Winner List / Official Rules: For a copy of the Official Rules for this Contest, please visit <https://www.tableau.com/forms/fitdata17-challenge>

14. Sponsor: Tableau Software, Inc., located at 1621 N. 34th St. Seattle, Washington 98103 is the sponsor of this Contest ("Tableau" or "Sponsor").

15. 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.

Questions email info public-contests@tableau.com