

**NYC & Company Meeting Planner Newsletter Sweepstakes
OFFICIAL RULES**

**NO PAYMENT, ENTRY FEE OR PURCHASE REQUIRED.
ENTRANTS MUST BE MEETING PLANNERS AND AT LEAST EIGHTEEN (18)
YEARS OLD.**

1. HOW TO ENTER: Enter the NYC & Company Meeting Planner Newsletter Sweepstakes ("Sweepstakes") by signing up for the meeting planner newsletter (the "Newsletter") you will be entered into the Sweepstakes. Such participation will be considered an "Entry" or "Entries". Signup for the Newsletter with an opportunity to enter the Sweepstakes will take place from **November 5, 2019 through January 10, 2020**. Limit one (1) entry per person. Winner will be chosen at random from the Entries and announced on **Monday, January 13, 2020**.

2. ELIGIBILITY: Only those that are (i) meeting planners; and (ii) sign up for the Newsletter will be eligible to enter the Sweepstakes. Employees of the City of New York, the State of New York, NYC & Company, the prize participants and their affiliates, advertising and promotion agencies (collectively, the "Sweepstakes Entities"), and anyone involved in the development or execution of this promotion, and the immediate families (parents, spouses, siblings, and children and their spouses) and members of the households of such employees are ineligible.

3. DRAWING AND NOTIFICATION: NYC & Company's decisions are final and binding in all matters.

4. PRIZE:

Grand Prize:

One (1), One Hundred Dollar (\$100) gift card

PRIZE DETAILS and CONDITIONS: Prize will be shipped to the winner. Approximate Retail Value (ARV) of each prize is \$100.

No prize substitution or cash redemption is available, except at NYC & Company's sole discretion or as otherwise provided herein. NYC & Company reserves the right to substitute a prize of equal or greater value at its sole discretion. Prize is not transferable or assignable. All federal, state and local income taxes on prize and gratuities are solely the responsibility of the winner.

5. RELEASES/TAXES: As a condition of winning any Prize, the potential winner may be required (subject to NYC & Company's sole discretion) to execute and return a notarized Affidavit of Eligibility, a Liability Release and a Publicity Release (except where prohibited) (the "Affidavit/Release"). All Affidavit/Releases must be returned within the time indicated in the documents.

6. PRIVACY: Except where prohibited by law, participation in this Sweepstakes and/or acceptance of a prize constitutes permission for the Sweepstakes Entities to use the winner's name, photograph, likeness, statement, biographical information, voice and address (city and state) on a worldwide basis and in all forms of media, in

perpetuity and without further compensation in connection with this Sweepstakes. Entry in the Sweepstakes constitutes consent to the transfer of the personal information collected from the entrant to NYC & Company for the purposes of administering the Sweepstakes and for such other purposes as the Sweepstakes Entities may choose, including, but not limited to, marketing purposes. By entering the Sweepstakes, you also authorize the Sweepstakes Entities to provide your personal information to third party fulfillment companies so that such companies may process and deliver prizes to winner(s).

7. SWEEPSTAKES CONDITIONS: This Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of NYC & Company and Sweepstakes Entities, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. By entering, winners and entrants also agree to release, discharge, indemnify and hold harmless NYC & Company and the Sweepstakes Entities and each of their respective officers, directors, employees, agents and representatives, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind, resulting in whole or in part, directly or indirectly, from: a) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes, b) any malfunction or other problem with the Sweepstakes Web site, c) any error in the collection or retention of entry information, or d) any typographical or other error in the printing, offering or announcement of any prize.

8. LIMITATIONS OF LIABILITY: The Sweepstakes Entities are also not responsible for any malfunction of the Sweepstakes or error in the collection, processing or retention of entry information.

9. DISPUTES: Except where prohibited, entrant agrees that: any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court of the state of New York. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and NYC & Company in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. In the event of a dispute over the terms of these rules or the Sweepstakes, the parties agree to the exclusive jurisdiction of the state and/or federal courts in New York County, New York, and courts with appellate jurisdiction over such courts, and agree that venue therein is proper and convenient.

12. CONTACT: Michelle Carp, NYC & Company, 810 Seventh Avenue, New York, NY 10019

NYC & Company Privacy Policy

Our Privacy Policy describes how and what data NYC & Company and its agents (“we”) collect from you, and how and why we use your personal data. The agents are our back-end providers of services that support our website and the services that we offer. This policy also describes choices we provide for you to access, update or otherwise take control of your personal data that we process. We collect, process and analyze the data in order to provide you with the services available via www.nycgo.com and to provide other information or services including valuable information, offers and services to travelers, meeting planners, the travel trade or those interested in travel to New York City and in related travel, leisure, cultural, lodging and entertainment or services available through our partners.

If you have questions about this policy, our data use or any of your rights, you may reach our Data Protection Officer (“DPO”) and our dedicated team by contacting us at privacy@nycgo.com. This inbox is actively monitored and managed so that we can deliver an experience that you can confidently trust.

If you would like us to delete all of your personal information (except for information that we keep for record-keeping purposes) and/or remove your name and address from promotional lists (including any personal information gathered by our agents) or to place your name on our “do not contact” list, you should contact our DPO at the email listed above. Please note that requests to update your personal information may take up to 30 days if sent by email and six weeks if by mail (at the address listed below). Requests for access to data that we keep or erasures of data may also be directed to our DPO at privacy@nycgo.com.

HOW DO WE GET THE INFORMATION?

Opt-In Information

Information may be received about you when you agree to provide us with information. If you agree to provide data by opting in to receiving further information or services from us, we may use the data you provide to update, expand and analyze the accuracy of our records, identify new customers, and provide information and services that may be of interest to you based on your agreement to opt in to receive this information.

Cookies

We may use cookies. We collect information so that we can provide the best possible experience when you utilize our services. In order for you to use our website, subscribe to our electronic newsletter and other electronic mailings, participate in our programs and promotions and participate in sweepstakes or other contests that we may sponsor, we collect personal information that you submit to us and nonpersonal information that is collected by the use of cookies.

Cookies help us serve you better. We collect information that does not identify you personally, but rather identifies your computer or browser. We do not collect any personal information that you do not provide. Cookies are pieces of information placed in the settings of your web browser by a website server to identify your computer when you return to a website. This information is used to track visitor use of the website and visitor behavioral patterns. Whenever a site welcomes you and tailors data to your specifications, it is reading a cookie left in your browser and

identifying information that you may have registered during previous visits, your geographical location or your viewing preferences based on sites you visit.

Your Internet browser can be set not to accept cookies; however, in some cases, this may result in some website features not functioning correctly. Please see www.aboutcookies.org for more information.

We may use cookies to keep track of your status as a participant in our promotions, to tailor information to your preferences or for other similar purposes. Cookies also help us estimate and report the size of our viewing community and traffic. You can set your browser not to accept cookies, but if you do, you may not be able to take advantage of certain features enjoyed by other visitors to our website.

WHAT WILL YOU DO WITH MY INFORMATION?

Provide Information

From time to time, we may use your personal information for internal or external marketing and promotional purposes or analytical purposes. For example, we may send you our monthly email newsletter about NYC events and special offers and we may email you about promotions and surveys.

Analyze

We may also use IP addresses to analyze trends, help us administer the website, track the movement of visitors and gather broad demographic information for aggregate use. IP addresses are not linked to any other personally identifiable information.

Disclosure for Legal Purposes

The law requires that we may be required to share your personal information and nonpersonal information (see cookies section above for examples of nonpersonal information) pursuant to judicial or governmental subpoenas, warrants or orders. If we are required to do so, we will, of course, obey the law. In addition, notwithstanding any term to the contrary in this Privacy Policy, we reserve the right to use, disclose and share your personal and nonpersonal information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of this site's Terms of Service or as otherwise required by law.

WILL THIRD PARTIES HAVE ACCESS TO MY INFORMATION?

Aggregated Demographic Information

We may share aggregated demographic information with third parties, but this information is not linked to any personal information that can identify you or another individual person. No personal information is disclosed in this manner.

Ad Serve Companies

We use third-party advertising companies to serve ads when users visit our website. These companies may use information (not including name, address, email address or telephone number) about visitors to our website in order to provide advertisements about goods and services of interest to such visitors. If you would like more information about this practice and to know your choices about not having this information used by these companies, [click here](#).

Partners

Also, we may occasionally provide your contact information to our partners and affiliates who may, in turn, send you information by, for example, mail or email about their products and services. On occasion, we may offer a special promotion (such as a sweepstakes, contest or a free subscription to goods and services) on the website in conjunction with a third-party service provider, sponsor or promotional partner, and share your information with that third-party service provider, sponsor or promotional partner so that it can send you other special promotions it offers and in those instances, we will inform you of the identity of the third-party partner.

Agents

We sometimes use third party agents to run our website, publish our newsletter, provide you with useful information about offers and services to travelers or those interested in travel to New York City and in related travel, leisure, cultural, lodging, and entertainment or services available through our partners or to make or fulfill offers you receive from us. Our agents and partners include web services providers, contest fulfillment providers, airlines, hotels and lodging providers, sightseeing and entertainment venues. We may share the information that you provide with our agents or partners in order to provide you with services and information. We require our agents and partners to keep your information private, not share it with anyone else and, if they would like to contact you directly, obtain your permission to do that.

HOW DO YOU PROTECT MY INFORMATION?

We store your information in a secure environment, compliant with industry standards and best practices. In addition, we use appropriate and effective methods to safeguard your personal information by implementing security procedures to protect your privacy such as encryption and risk analyses.

OTHER THINGS TO KNOW

We do not actively encourage use of our website by children or market or direct advertising to those under 16. You agree that you are over 16.

We will notify appropriate authorities and, as may be required, you of a personal data breach without undue delay if there is a high risk of harm based on the type of information and breach or provide notice in an appropriate manner where the breach does not pose a high risk of harm.

By submitting information to us, you consent to its collection and use by us in accordance with this Privacy Policy.

If you have any questions about this Privacy Policy, please contact us:

By email: privacy@nycgo.com

or by mail:

NYC & Company
Attn: Data Privacy Officer
810 Seventh Ave, 3rd Fl
New York, NY 10019