

Terms and Conditions for the Primeros “Rainbow Unicorn” Social Media Challenge

Eligibility:

- 1.1 The "Rainbow Unicorn Social Media Challenge" (the "Challenge") is open to legal residents of the United States who are 18 years of age or older at the time of entry.
- 1.2 Employees, officers, and directors of PRIMEROS LLC (the "Sponsor") and their immediate family members or household members are not eligible to participate in the Challenge.

How to Enter:

- 2.1 To enter the Challenge, participants must join the PRIMEROS LLC newsletter to receive a Pride Plug.
- 2.2 Participants must create a TikTok or Instagram video showcasing how they embrace and express their pride while using the Pride Plug to slay HOCD (homophobic obsessive-compulsive disorder) fabulously and creatively.
- 2.3 The video must be tagged with @primeroscondom and include the hashtags #rainbowunicorn, #prideplug, and #challenge to be eligible.

Submission Guidelines:

- 3.1 By entering the Challenge, participants agree that their submissions:
 - 3.1.1 Must be original content created by the participant.
 - 3.1.2 Must not contain any offensive, inappropriate, or explicit content.
 - 3.1.3 Must comply with the terms of service of TikTok or Instagram.
- 3.2 Participants retain ownership of their content, but by submitting their entry, they grant PRIMEROS LLC a worldwide, non-exclusive, royalty-free license to use, reproduce, distribute, and display the content for promotional purposes related to the Challenge.

Winner Selection:

- 4.1 Each month, the Proud Primeros Jury will review all eligible entries and select one winner based on creativity, originality, and adherence to the Challenge theme.
- 4.2 The decision of the Proud Primeros Jury is final and binding on all participants.
- 4.3 The winner will be announced and notified via the social media platform they used for entry.

Prizes:

- 5.1 Each monthly winner will receive a haul of free Proud Merch from PRIMEROS LLC.
- 5.2 Prizes are non-transferable; no cash or other substitutions will be offered.

Challenge Duration:

- 6.1 The Challenge begins on 06.01.2023 and ends on 06.01.2025.
- 6.2 The Challenge will be held monthly, and each monthly cycle will start on the 1st of the month and end on the last day of the same month.

Privacy:

7.1 By entering the Challenge, participants acknowledge and agree that their personal information provided to PRIMEROS LLC for the Challenge will be used in accordance with PRIMEROS LLC's Privacy Policy.

General Conditions:

8.1 The Challenge is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

8.2 PRIMEROS LLC reserves the right to disqualify any participant who violates these Terms and Conditions or attempts to tamper with the entry process.

8.3 PRIMEROS LLC reserves the right to modify, suspend, or terminate the Challenge without prior notice.

8.4 By participating in the Challenge, participants release PRIMEROS LLC and its affiliates, partners, and employees from any liability arising out of or in connection with the Challenge or the acceptance and use of any prize.

Publicity Release:

9.1 By entering the Challenge, participants grant PRIMEROS LLC the right to use their names, likenesses, and video submissions for promotional purposes without further compensation or consent, except where prohibited by law.

Contact Information:

10.1 For any questions or concerns regarding the Challenge, please contact wtf@primeroscondom.com.

Participating in the "Rainbow Unicorn Social Media Challenge" indicates their acceptance and agreement to these Terms and Conditions.