

StatCrunch Contest
(“Contest”)

OFFICIAL RULES

IMPORTANT: PLEASE READ THESE RULES BEFORE ENTERING THE CONTEST.

BY ENTERING THE CONTEST, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES. NO PURCHASE NECESSARY TO ENTER AND WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

- 1. Contest Theme:** Data can tell a story and this is your chance to be a storyteller. The StatCrunch Contest is designed to reward student-contestants who use StatCrunch.com to analyze datasets to produce an interesting and compelling story about data. The more creative and insightful you are with your story about data, the more likely you are to win! You are encouraged to go beyond the surface level to tell a story not easily seen at first glance.
- 2. General Description of Contest:** Statistics is about telling a story with data. Many interesting and unique stories can be told with the same data. The StatCrunch Contest asks students to analyze provided dataset(s) using the StatCrunch data analysis tool and any resources at StatCrunch.com to tell a compelling story with the data. Students are asked to submit a written report through www.StatCrunch.com telling an interesting insightful story about data in response to this assignment; Data and Demographics.
- 3. Prizes/Rules and Conditions to Awarding Prizes:** The odds of winning any prize depends on the number of eligible Entries received during the Contest Period and the quality of the Entries vis a vis the judging criteria. Pearson will award the following prizes:

- A single First Place Prize in the amount of \$2,500 (United States Dollars).
- A single Second Place Prize in the amount of \$1,000 (United States Dollars).
- A single Third Place Prize in the amount of \$500 (United States Dollars).

RULES

- The Contest is open and limited to students who are enrolled in an undergraduate institution and introductory statistics course within the United States between January 1, 2020 and December 15, 2020.
- Registration will be open from February 3, 2020 through October 1, 2020.
- If you are chosen as a finalist, you will need to provide a copy of your course schedule and your instructor's email address to prove course enrollment.
- Contestants can work in groups if they choose, but registration and final reports must be submitted by one individual. If you are selected as a finalist only you will be invited to further present/explain your results to the judges to determine if you receive placement and reward of the first, second, or third place prizes.
- Upon registration you will receive a welcome email with an access code good for 6-month access to www.StatCrunch.com as well as other pertinent information including your assignment so you can start telling your story.
- Contestants may receive other emails periodically throughout the duration of the contest with tips, ideas, and things to consider to keep them on pace to submit their report by the deadline.

- Contestants will use the data sets provided at <https://www.census.gov/data.html> for their project submissions.
- Judges may select up to ten finalists to present their stories to award 1st, 2nd, and 3rd place prizes based on criteria:
 - Collect – Ability to organize and extract data into StatCrunch.
 - Crunch – Strength of statistical analysis.
 - Communicate – Quality of visualizations, story, and presentation.
- Only the authors of the top 10 reports as decided by our judges will be contacted regarding the details of their submissions in order to receive information for their final presentations.
- Final presentations will be submitted and no longer than 5 minutes. Judges have the option to email questions to finalists after viewing their reports.
- Contest judges include Pearson authors and consultants; Rob Gould, Mike Sullivan, Rebecca Wong, Nathan Torno, Webster West, Dianne Hollister., George Woodbury.
- All submissions will be made using the www.StatCrunch.com reports feature.
- Contestants will be invited to a virtual informational StatCrunch demonstration to introduce them to the program and explain how to submit their final report. This webinar will be recorded and emailed to all registrants.
- Contestants may receive periodic emails throughout the duration of the contest with tips, ideas, and things to consider to keep them on pace to submit their report by the deadline.
- Pearson reserves the right to amend the rules for this contest.
- Contestants will be notified by October 15, 2020 if they are a finalist. Finalists will then submit a video presentation further explaining their results and winners will be announced shortly after.

4. **Sponsor:** The Contest is sponsored by Pearson Education, Inc. (“Pearson”).
5. **Contestants and Eligibility:** Participation in the Contest is limited to students who satisfy the eligibility requirements set forth below throughout the Contest Period (as defined below). To be eligible to submit a report for the duration of the Contest Period, you must:
 - Be a legal resident of the United States or Canada (excluding Quebec);
 - Be at least eighteen (18 years of age);
 - Be enrolled in an undergraduate post-secondary program at a U.S. higher education institution as a full-time or part-time student and not currently employed as a statistician;
 - Be prepared, upon request, to provide Pearson with transcripts or other documentation from your institution as proof of enrollment or admission status;
 - Register for any accounts (e.g., StatCrunch.com), agree to identified terms and conditions, and provide registration information (e.g., name, email address, etc.) that may be required by Pearson for purposes of operating and/or participating in this Contest; and
 - Have access to the Internet as of February 1, 2020.
6. **How to Enter:** To enter complete the survey and you will be emailed your welcome packet which includes your project assignment and the instructions for submitting your project.
7. **When to Enter and Deadlines:** Final reports may be submitted by Contestants from February 14, 2020 and no later than 11:59 PM EST, October 30, 2020.

8. **Finalist and Winner Selection:** Pearson will contact the Finalists during the Final Selection Period by telephone and/or email. If a potential Finalist does not respond to the notification attempt within five days from the first notification attempt, then such potential Finalist will be disqualified and an alternate potential Finalist will be selected from among all eligible entries received based on the judging criteria. With respect to notification by telephone, such notification will be deemed given when the potential Finalist engages in a live conversation with Pearson or when a message is left on the potential Finalist's voicemail service or answering machine by Pearson, whichever occurs first. Except where prohibited by law, each potential Finalist may be required to provide additional information. Pearson reserves the right to disqualify any Finalists and Entries if Pearson is not satisfied with the Finalist's response or the additional information provided and if such response does not occur within the timeframe stipulated by Pearson. All notification requirements, as well as other requirements within these Rules, will be strictly enforced. Pearson reserves the right to name substitute Finalists in Pearson's sole discretion. In the event that no qualifying or eligible Entries are received, no prize will be awarded. Determinations of Judges are final and binding. No transfer or substitution of prize(s) is allowed, except at Pearson's sole discretion. All taxes, fees, and surcharges on prizes are the sole responsibility of the Finalists. Upon request, Finalists shall provide Pearson with a current W-9 Form as well as any other documentation required by Pearson to distribute the prizes.
9. **Submissions; Verification/Audit; Contestant Cooperation:** All activity arising out of and relating to the Contest is subject to verification and/or auditing for compliance with the Official Rules, and Contestants agree to reasonably cooperate with Pearson concerning verification and/or auditing. In the event that Contest verification activity or an audit evidences non-compliance with the Official Rules, as determined in Pearson's reasonable discretion, a Contestant's continuing participation in any aspect of the Contest may be suspended or terminated. No responsibility is assumed for information not received from Contestants.
10. **Rule Compliance Interpretation; Adjudication and Remedial Process:** Pearson reserves the right to make all decisions, in its discretion, arising out of or relating to instances of suspected abuse, fraud, error or anomalies in the operation and/or administration of the Contest or any other interpretation, activity or suspected violation relating to the Contest, the Official Rules and such decisions by Pearson are final and binding.

By entering the Contest, Contestants consent to the use of their names, Submissions and any statements they make in connection with the Contest or about Pearson in general without additional consideration or compensation, except where prohibited by law. Pearson may request, at Pearson's sole discretion, that a Contestant and/or winner provide any of the foregoing information to Pearson. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Contestant(s) and Pearson in connection with the Contest, shall be governed by, and construed in accordance with the laws of United States.

Except where prohibited, each Contestant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any benefits received, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in the Contest, but in no event attorneys' fees; and (3) under no circumstances will a Contestant be permitted to obtain awards for, and Contestant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

11. Warranties / Disclaimers: Prizes are awarded “AS IS”. Pearson and its respective parents, subsidiaries, affiliated companies and their distributors, advertising, public relations, media, contest and judging representatives, and all of their respective officers, directors, employees, representatives and agents (collectively, the “Released Parties”) expressly disclaim any and all warranties of any kind (whether express, implied, statutory or otherwise), including but not limited to, implied warranties of merchantability, fitness for a particular purpose and non-infringement. Released Parties shall not be liable or responsible for those guarantees or warranties made or offered by advertisers, partners, manufacturers or suppliers, including those relating to the prizes. Under no circumstances shall any Released Party be held responsible or liable for a Contestant’s use of the information and/or products provided and/or made available through the Contest or for errors or anomalies resulting in the unintended or erroneous participation, award of prizes or other benefits under the Contest to Contestants. Released Parties offer no assurances, guarantees or warranties that the Contest or Contest Websites will be uninterrupted or error-free and does not guarantee the accuracy or reliability of any information obtained through the Contest. Released Parties assume no responsibility for any computer-related damages due to downloading materials. Released Parties will not be liable, and are not responsible, for damages of any kind related to a Contestant’s participation or inability to participate in the Contest, whether the damages are direct, indirect, incidental, special or consequential. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages; therefore, the above limitations or exclusions may not apply.

Further, by participating in the Contest and/or accepting the prize, Contestant agrees that Released Parties shall not be liable for, and will be held harmless by Contestant against, any liability for any damage, injury or loss to person (including death) or property due in whole or in part, directly or indirectly, to acceptance, possession, use or misuse of the prize, participation in any contest prize-related activity, use of any tendered Submission or participation in the Contest.

Released Parties will not be responsible for any incorrect or inaccurate information regardless of cause. If for any reason (including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or affects the administration, operation, security, fairness, integrity, or proper conduct of the Contest), the Contest is not capable of being conducted as described in these Rules, Pearson shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest. In the event the Contest is cancelled, Pearson may, at its sole discretion, select the winners from among all eligible and non-suspect validated entries received for each category up the time of such action. Pearson reserves the right to disqualify any Contestant who has tampered with the entry process or the operation of the Contest, or who has acted in violation of these Rules or any applicable state, federal, or local laws or regulations, or is acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person.

12. Indemnification: To the maximum extent permitted by law, Contestant shall defend, indemnify, and hold harmless the Judges and Pearson, its affiliates and their respective directors, officers, employees and agents from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys’ fees) arising out of or accruing from (a) any material uploaded or otherwise provided by the Contestant (including Idea Proposals and Entries) that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the Contestant in connection with the Contest; (c) any non-compliance by the Contestant with these Rules; and (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the Contestant’s involvement with the Contest.

13. **Publicity Release:** By entering the Contest, Contestant grants Pearson the limited right to use, publicly display, publish, and reproduce Contestant's name and/or likeness, city, state and country of residence, including any video and other images and audio files submitted by Contestant in connection with the Contest, for advertising and promotional purposes without additional compensation (collectively, "Publicity Materials"). Except as prohibited by applicable law, Contestant hereby waives any right Contestant may have to inspect or approve the Publicity Materials, or to receive compensation of any kind on account of such use based on claims of the Contestant as to the rights of privacy, publicity, notoriety or any other rights arising out of or relating to any use by Pearson of the Contestant's name, likeness or appearance, and/or the content of their Entry.
14. **Privacy:** Please see Pearson's privacy policy located at <https://www.pearson.com/privacy-policy.html> for details of Pearson's policy regarding the use of personal information collected in connection with the Contest.
15. **Elimination:** Any false information provided within the context of the Contest by any Contestant including information concerning identity, mailing address, telephone number, email address, or ownership or license rights, or non-compliance with these Rules, or the like may result in the immediate disqualification of the Contestant. Pearson further reserves the right to disqualify any submission that Pearson believes in its sole and unfettered discretion infringes upon or violates the rights of any third party, otherwise does not comply with these Rules, or violates applicable law. A Contestant may be prohibited from participating in this Contest if Pearson reasonably believes that the Contestant has attempted to undermine the legitimate operation of the Contest by cheating, deception or other unfair voting or other practices or annoys, abuses, threatens or harasses any other Contestants, Pearson, or the Judges.
16. **Right to Cancel, Modify, or Disqualify:** If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Pearson reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Each Contestant who registers for the Contest will receive email notification of any such action. Pearson further reserves the right to disqualify any Contestant who tampers with the submission process or any other part of the Contest. Any attempt by a Contestant to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Pearson reserves the right to seek damages from any such Contestant to the fullest extent of the applicable law.
17. **Winner's List:** A list of the winners will be posted on the Contest website on or around the Award Date.
18. **If Participant is an employee of a public school/government agency:** Receipt of the prize may be restricted by additional laws, rules, and regulations, and may be restricted by the written policy, if any, of the potential Winner's employer. If selected as a Winner, the Winner will be required to return a no conflict of interest certification to be signed by the school district/government agency employer (if applicable) in which the employer will confirm: (i) its awareness that Contestant has been selected as a potential Winner in the Contest; (ii) Contestant's acceptance of the prize will not violate any conflict of interest or other rules, regulations or laws applicable to their employer; and (iii) Pearson's grant of the prize and Contestant's acceptance of the prize will not violate any existing agreement or contract between Pearson and Contestant's employer or affect Pearson's right to bid on or enter into any contract with Contestant's employer.