



2021 OFFICIAL RULES

OVERVIEW

The .ORG Impact Awards is a program open globally to recognize and celebrate individuals and organizations that have a connection to a registered .ORG domain for their contributions, achievements, and impact they have made in their communities.

1. Eligibility:

The .ORG Impact Awards (the “Program”) is open only to individuals who are at least eighteen (18) years old and have permission to nominate the individual or entity that is the registrant, or is affiliated with the registrant, of a second level .ORG domain name. Individuals or entities who reside in Cuba, Burma/Myanmar, Iran, North Korea, Sudan or Syria, may not nominate or be identified as a “Nominee” (defined below in Section 5). Employees of Public Interest Registry and any of its parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to nominate individuals or entities or be considered as a Nominee for any award. The Program is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsor:

Public Interest Registry, 11911 Freedom Drive, 10th Floor, Suite 1000, Reston, VA 20190, U.S.A.

3. Agreement to Official Rules:

Participation in this Program constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s decisions are final and binding in all matters related to this Program. Being designated as a winner is contingent upon fulfilling all requirements set forth herein.

4. Timing:

The Program begins on May 24, 2021 at 4.00 p.m. United States Eastern Time (“ET”) and ends on August 3, 2021 at 11:59 p.m. ET (the “Program Period”). Sponsor’s computer is the official time-keeping device for the Program.

5. How to Enter:

During the Program Period, entrants (now referred as “Nominators”) must visit <https://orgimpact.awardsplatform.com/> and follow the links and instructions to complete and submit the online form, including Nominator’s personal information, Nominee’s information (including name & title for an Individual Award Category, Organization name, URL and description), and the Award Category. Depending on the Award Category selected, Nominator will provide written responses to applicable questions and at least one (1) supporting document (max of five (5) supporting documents), collectively referred to as “Nomination” or “Submission”).

The following describes each Award Category and its entry requirements:

- **Health and Healing in a Time of Pandemic:** Recognizes an organization or individual who helped alleviate the health and wellness impacts associated with the COVID-19 Pandemic, including vaccine development, equitable distribution and community outreach, mental health, and ensuring that other pressing health issues were not overlooked.
- **Providing Quality Education for All:** Recognizes an organization or individual for contributions in providing education for all, without regard to race, gender or financial status.
- **Championing Diversity, Equity and Inclusion:** Recognizes an organization or individual for efforts toward furthering diversity, equity and inclusion in society through creation of policies, programs and initiatives that address systemic challenges and historic injustices.

- **Overcoming Climate Change:** Recognizes individuals and organizations that work to overcome, reverse, and slow down the negative and debilitating effects of climate change on communities around the world.
- **Rising Star:** Recognizes a person that will be 25 years of age or under on December, 31 2021, who has demonstrated initiative and leadership around a specific task, project or campaign.
- **Fighting Hunger and Poverty:** Recognizes a person or organization who has made significant contributions and innovations in the fight to end hunger and poverty on a local, national or global scale.
- **Building Better Communities:** Recognizes an organization or individual whose efforts have contributed to changing or enhancing the lives of those in the community the nominee serves, whether on a local, national or global level.

Nominator must provide written responses to each of the following questions (up to 500 words for each question):

For Health and Healing in a Time of Pandemic, Providing Quality Education for All, Championing Diversity, Equity and Inclusion, Overcoming Climate Change, Fighting Hunger and Poverty and Building Better Communities:

- What challenge, opportunity or situation was the nominee seeking to address?
- What was the nominee's approach to addressing the challenge, opportunity or situation?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific results.
- Describe how the nominee's efforts, contributions and leadership contributed to achieving its goals and led to the betterment of the organization and/or the society at large?

For Rising Star:

- What challenge, opportunity or situation was the nominee seeking to address?
- Had that challenge, opportunity or situation not been addressed in a significant way before?
- What was the outcome of the nominee's actions to address the challenge, opportunity or situation? Include any specific results.
- What actions made this nominee stand out?
- What new and innovative ways did the nominee address the challenge and how did that inspire others to engage or take on similar challenges themselves?

.ORG of the Year Award:

Registrants of the .ORG domain transcend the traditional nonprofit world and include for-profit organizations and community groups as well. The .ORG of the Year award will recognize one outstanding organization (individuals are not eligible for this award):

This award recognizes an organization using the .ORG domain, and honors outstanding achievement as evidenced by results and/or contributions to its sector, constituents, community or society at large. The finalists in the other seven categories are automatically eligible for this award. Where a finalist is an individual, the organization they are affiliated with will be eligible. The .ORG of the Year will be selected by PIR in its sole discretion.

Supporting Materials for All Nominations:

Supporting documentation will bring your award entry to life. Each award entry can be supported by up to five supporting documents, which will be accepted in the following forms: URL, JPEG, .MOV or PDF. The maximum file size supported is 5MB. Video content may be shared as a link to a public site (e.g. YouTube or Vimeo). One supporting document is required for each Nomination, regardless of Award Category; a maximum of five supporting documents can be included. Supporting documents should not include any “confidential” information (or this information should be redacted).

General Requirements for all Entries:

By uploading personal information, responses to questions, and supporting documents (at least one and up to five), (“Submissions”), you agree that your Submission, conforms to the guidelines, permissions, and content restrictions and that Sponsor, in its sole discretion, may disqualify you if it believes that it fails to conform.

Guidelines:

- All organizations nominated to any category must have a website hosted on the .ORG domain.
- All individual nominees must have an established role at an organization with a website on the .ORG domain.
- The nominee must be the registrant, or affiliated with the registrant, of a second level .ORG domain name.
- The URL of the website must resolve to a .ORG domain name.
- All submissions must be in English.
- Activities highlighted in the submission must have occurred between May 1, 2020 and May 1, 2021. If the activity began before May 1, 2020 or extends beyond May 1, 2021 the entry is still eligible so long as meaningful activity occurred between the two dates.
- Organizations and individuals may submit to more than one award category, but each submission must be original (i.e., an entry for one award may not be resubmitted verbatim to another award).
- The nominator must be at least 18 years old and have permission to nominate the individual or organization that uses or has a connection to .ORG domain.
- A nominee may be less than 18 years of age. However, if a nominee less than 18 years of age qualifies as a finalist they will be required to complete a consent form signed by their parent or legal guardian.
- Individuals or organizations who reside in Cuba, Burma/Myanmar, Iran, North Korea, Sudan or Syria, may not nominate or be identified as a “Nominee.”
- Employees of Public Interest Registry and any of its parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to nominate individuals or organizations or be considered as a Nominee for any award.

Permissions:

Entrant/Nominator must have permission from the Nominee (either the individual or where an organization is being nominated, someone who has authority to approve) to enter this Program. Nominator must have permission to submit any documents that include any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth herein. Minors may only be included in the Submission if entrant is their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- The Submission must not disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
- The Submission must not 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
- The Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Submission is created.

Limit:

A Nominator may submit Nominations for all Categories. However, each Submission must be unique. Sponsor reserves the right to modify the Award Category selected as necessary if it believes that the content of the Submission fits better in a different Award Category.

Submissions generated by script, macro or other automated means are void. In the event of a dispute as to any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 11, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, unintelligible, garbled, delayed, or misdirected Submissions; all of which will be void.

6. Sponsor’s Use of Submissions:

Uploading a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

7. Winner Determination:

Winners and Finalists will be determined according to the process set forth below.

After the end of the Program Period, finalists and winners of the .ORG Impact Awards are selected based on the merit of their entries in two rounds. This is not a sweepstakes, contest or “game of chance.”

- Round 1 – all entries reviewed by Review Panel (PIR staff, PR agency, or other PIR agents) to identify 10 top entries in each category.
- Round 2 – all entries reviewed by Judges Panel (comprised of leaders in the internet, nonprofit and marketing sectors) with the objective of identifying a winner in each category.
- Each entry will be vetted by the .ORG Impact Award organizers to ensure it meets all eligibility requirements and adheres to the official rules.
- The .ORG Impact Award organizers may move an entry to another category if it is deemed to be unsuitable for the category selected, but appropriate for another.
- All judges will sign a confidentiality agreement that prohibits them from disclosing information from entry submissions.

- Judges will be instructed to recuse themselves from judging entries where they might have a conflict of interest. (e.g. – If they are a member of a submitting organization).
- A maximum of five entries will make up a subcategory finalist list.
- Judges do not discuss their individual scores with anyone – not even each other. As such, judges will not know the winners until the celebratory event in November.

PLANNING/CONTENT (20 points) How did the nominated person or organization participate in the identification of a problem/challenge? Is a strategy or approach clearly identified against the problem/challenge? Were goals(s)/objective(s) thoughtfully considered and clearly stated?

CREATIVITY/QUALITY (20 points) Does the entry showcase new ways of thinking, innovative problem solving or creative strategies in conjunction to approaching a problem/challenge? How unique is the planning or strategy developed by the person or group highlighted in the entry?

IMPLEMENTATION (20 points) What leadership qualities does the person or organization exhibit? Does the person or organization exhibit over-the-top initiative to execute a program or approach to solving the defined problem/challenge? Does the entry highlight stellar execution of a program or strategy, as lead by the nominated person or group?

ASSESSMENT/RESULTS (20 points) Do the results highlighted in the entry showcase outstanding achievement within a defined group (small team, organization or defined community)? What effort was made to assess whether goals were achieved, either qualitatively or quantitatively? Does the entry include specific and measured results against initial goals(s)/objective(s)?

COMMUNITY IMPACT (20 points) Do the results have a meaningful impact in the local community, the region or the world?

To qualify as a Winner or Finalist, the Submission must receive a total score of at least 50 points (“Threshold Score”). Sponsor reserves the right to not select a Winner or all four (4) Finalists if there are not sufficient Submissions that meet the Threshold Score. Sponsor will not disclose judging scores.

The Nominee highlighted in the highest scoring Submission that meets or exceeds the Threshold Score for each Award Category will be deemed the potential Winner for the applicable Award Category. The Nominees highlighted in the next four (4) highest scoring Submissions that meet or exceed the Threshold Score for each Award Category will be deemed the potential Finalists for the applicable Award Category.

In the event of a tie, the Nominee (individual or entity) highlighted in the Submission that received the highest score for Creativity/Quality, as determined by the qualified judges, in their sole discretion, will be deemed the applicable Winner or Finalist from among the tied Submissions.

If scoring for creativity/quality is the same, PIR in its sole discretion may determine co-award winners to share the award.

8. Finalist and Winner Notification:

Sponsor will notify the Nominators associated with each of the potential Finalists and Winners by email, on or around September 2, 2021. Sponsor will ask each Nominator to have the Nominee or authorized representative of the Nominee to contact the Sponsor within seven (7) days of the date notice is sent. If potential Nominee Finalists and Winners do not respond to Sponsor confirming acceptance, Sponsor may select alternate Finalists and Winners using the judging process

described in Section 7.

9. Prizes:

The winner of each award category will have the opportunity to direct a donation to a charitable organization of winner's choice as follows:

.ORG Impact Awards .ORG of the Year will receive \$35,000

All other category winners will receive \$10,000

These prize values may be adjusted in PIR's sole discretion to accommodate co-award winners.

For All Prizes: Sponsor reserves the right to approve charitable entities selected by each winner. Charitable entity must be a 501(c)(3) or equivalent if from a country outside of the United States.

Other elements of value:

a trophy (mailed),

free advertising and promotion during this time and with their continued consent, in our future marketing efforts.

10. Invitation to the .ORG Impact Awards Event:

Each finalist will be invited to a (virtual) celebratory event in early November to honor the amazing work of the .ORG community and to announce the winners of each category and the .ORG of the Year.

11. Release:

By receipt of any prize, each Finalist and Winner agrees to release and hold harmless the Sponsor, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Program or receipt or use or misuse of any prize, including any related travel.

12. Publicity:

Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission, and/or prize information in connection with the Program for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

13. General Conditions:

Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Program, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Program or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Program may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such

person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

14. Limitations of Liability:

Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Program; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Program, the uploading, the processing or judging of Submissions the announcement of the prizes or in any Program-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Program or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

15. Disputes:

Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Program or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Program, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

16. Entrant's Personal Information:

By participating in the Program, Nominator authorizes the collection, processing, and transfer of their personal data and acknowledges that data will be processed by Sponsor for the purposes of administration of the Program. Depending upon the location of the Entrant, the Entrant should be aware that consent covers the potential transfer of EEA data outside of the EEA. All information submitted to the Sponsor as part of this Program will be treated in accordance with the following privacy policy, available at <https://thenew.org/org-people/about-pir/policies/pir-privacy-policy/>. Personal information will be used to contact potential winners, and to send occasional emails and newsletters regarding the .ORG Impact Awards, .ORG programs and events. Nominators and Nominees have the right to access, withdraw, and correct their personal data at any time, the right to restrict or object to the processing of their personal data, the right to data portability, as well as the right to define directives regarding the fate of your personal data after your death. In addition, Entrants may revoke their consent to process and/or transfer their data at any time. Entrants may request such action by contacting the Sponsor at privacy@pir.org. The data controller is the Sponsor. Transfer of personal data from the EEA to the United States are subject to adequate safeguards as set forth in the relevant privacy policy identified above and by consent given by the Entrant upon submission of the nomination. Entrants should be aware that if consent to process and transfer their data is not provided it

may limit the Entrant's ability to participate in the Program and or limit the ability of the Sponsor to communicate with the Entrant. The purposes for collection, processing, and transfer of Entrant data are made explicit during the entry process.

17. Winner Announcement:

Finalists will be announced on or after September 14, 2021 on the promotion website: <https://www.orgimpactawards.org/>. Winners will be announced during the virtual celebratory event in November through various channels, including social platforms and on the promotional website.