

## **3D4Medical from Elsevier 'BEHIND THE CURTAIN' Complete Anatomy Promotion**

NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase does not improve chances of winning.

Subject to all federal, state and local laws/regulations. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Promoter: The promoter is 3D4Medical from Elsevier Limited, 125 London Wall, London EC2Y 5AS, England.

### How To Enter:

1. To enter this promotion, entrants must have a license or free trial to Complete Anatomy, and comment what they love about the Complete Anatomy app and why, on the relevant competition post.
2. Entrants must be aged 18 years or over. This promotion is not open to any employees of the Promoter or any of their affiliate companies, their families, agents or anyone else connected with this promotion.
3. One entry allowed per person. Entries submitted on behalf of another person will not be accepted and joint submissions are not allowed. Incomplete, illegible, misdirected or late entries will not be accepted.
4. If applicable, copyright in all entries shall belong to the Promoter. Entries shall not be returned to entrants.
5. No purchase is necessary, however internet access is required.

Promotion Period: The promotion is open to entries on Friday 9th April, 2021 from the time of the relevant post with the promotion going 'live' until Friday 30th April, 2021, 5pm BST.

Prize: The promoter is offering five (5) winners the opportunity to join in four working sessions with the anatomical design, content, animation and user experience teams (total approximate monetary value of all prizes \$0). These sessions will last for roughly 45 - 60 minutes each and will be held over zoom on a date in 2021 to be confirmed. The prize is non-transferable and non-exchangeable and there is no cash alternative offered. The Promoter reserves the right to offer an alternative prize of equal or greater value.

### How is the winner selected and notified:

1. The winner will be randomly selected from all valid entries received during the Promotion Period by an independent person, or under the supervision of an independent person.
2. The winner will be contacted within 10 working days of the draw via a social media post where they will need to direct message us with their full name and email address. If a winner declines a prize or fails to respond within the required period, they forfeit any right to the prize. If a winner fails to respond within 14 days of this initial contact, a redraw will take place from the remaining valid entries to select a new winner. A winner may be required to submit valid identification before receiving their prize.
3. The prize will be sent via zoom invitations to the email address supplied

The Promoter reserves the right to discount any inappropriate or offensive entries and to disqualify any entries if the Promoter, at its sole discretion, believes that there has been an attempt to manipulate or tamper with the operation of the promotion (including, without limitation, by setting up multiple Twitter accounts in order to submit multiple entries). In the event of unforeseen circumstances or circumstances outside its reasonable control, the Promoter reserves the right to modify or discontinue, temporarily or permanently, this promotion without prior notice.

Entrants agree to be bound by the decisions of the Promoter, which are final in all matters relating to the promotion. No correspondence will be entered into in respect of the Promoter's decisions.

The Promoter does not accept responsibility for network, computer or software failures of any kind and has no responsibility for lost, delayed or misdirected entries. The Promoter does not accept any responsibility for any infringement of any third party intellectual property rights caused by entrants entering this promotion.

Nothing in these terms excludes the Promoter's liability for death or personal injury caused by its negligence or for fraud, or any other liability that the Promoter may not exclude by law. Subject to that, the Promoter and its associated companies will not be liable for any loss (including, without limitation, indirect, special or consequential loss or loss of profits) expense or damage which is suffered or sustained in connection with this promotion or accepting or using any prize, including any loss incurred as a result of any delay and/or failure to perform any obligation to the winner or other entrants that is caused by:

1. technical problems of any kind which may limit or prevent any person's participation in the promotion;
2. any loss or damage arising from or in connection with the allocation or enjoyment of a prize;
3. any act or omission of any third party, particularly any third party involved in the provision of services relevant to the prize; or
4. any other events beyond the Promoter's control that may cause the promotion to be disrupted or corrupted or may lead to loss of, or damage to, the winner or to the prize.

If any of these terms and conditions are found by a court or regulator to be invalid or unenforceable the remaining other provisions shall continue to apply.

This promotion is in no way sponsored, endorsed or administered by or associated with Twitter, Facebook, Instagram, YouTube, LinkedIn or any other social media channel. By entering, entrants acknowledge that these social media channels do not bear any responsibility for this promotion and, to the maximum extent permitted by law, entrants release Twitter, Facebook, Instagram, YouTube, LinkedIn and any other social media channel from any liability whatsoever in connection with this promotion. All information entrants provide when they enter the promotion is provided to the Promoter and not to Twitter, Facebook, Instagram, Youtube, LinkedIn or any other social media channel.

The Promoter shall use entrants' personal data for the purposes of carrying out the promotion, and in the case of winner's data, as set out in the Promoter's privacy notice available at <https://privacy.elsevier.com/> and further explained in the following paragraphs.

Subject to the winner's rights under applicable data protection legislation, the Promoter shall be entitled to use and feature the name of the winner for publicity purposes and winners agree that they will participate in any reasonable publicity arranged by the Promoter or its agencies. The Promoter will make the winner's surname and county of residence available on request to anyone who sends a stamped self-addressed envelope to the Promoter within 10 weeks of the end of the Promotion Period, as required by the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the "Code"). The Promoter may also be asked to provide the same details to the Advertising Standards Authority ("ASA") who publish and enforce the Code. This use of the winner's data is necessary for the Promoter's legitimate interests in complying with the Code. Winners who do not wish the Promoter to disclose these details to members of the public who request them, should let the Promoter know as soon as possible. Winners may also object to the disclosure to the ASA giving reasons. The Promoter will take these reasons into account if the ASA asks for the winners' details. Please note, however, that the Promoter may nevertheless still be required to disclose this information to the ASA. This may happen where, for example, the Promoter is required to demonstrate that a valid award took place.

These terms and conditions shall be governed by and construed in accordance with the laws of England and the parties agree that any dispute or action arising under or in connection with these terms and conditions shall be subject to the exclusive jurisdiction of the Courts of England.

**INTERNAL POSITIONING:**

To celebrate hitting 2 million users across 3D4Medical as well as the upcoming Female Model release, we are running a competition for our Complete Anatomy users, to win a 'behind the curtain' look at Complete Anatomy. To enter, our followers simply have to post what they love about Complete Anatomy, and why, on our social media competition post.

Five medical students will be chosen to take part in four working sessions with our design, content, animation and user experience teams where they will get an early access look at some of our current and unreleased projects. They will not only get to meet the faces behind the magic of Complete Anatomy, but also have the opportunity to input their thoughts and feedback on some of our projects.

Breaking down the sessions:

- Four x 45 minute - 1 hour working sessions consisting of:
  - An introduction of the team and context of what they do at 3D4Medical/ Complete Anatomy
  - A deep dive into current projects that are currently being worked on (Female Model or Skin Pigmentation) This would include a 'nice' view into the team and the work that is being done, view this almost like an external webinar
  - Time for questions and interactions to the winners - bring them into the discussion and make them feel like they are inputting on the call. Also give them time to ask questions and interact with the team

The sessions will be recorded and edited for future marketing use. We will also create a blog post around the release and thank our winners for contributing, tagging them in any social posts we do.