

BEHR “To DIY For” Season 2 Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. CONTEST MAY ONLY BE ENTERED IN OR FROM THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA AND ENTRIES ORIGINATING FROM ANY OTHER JURISDICTION ARE NOT ELIGIBLE FOR ENTRY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. BY ENTERING THE CONTEST, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. These Official Rules are available at: <http://behr.com/ToDIYForS2OfficialRules>

ARBITRATION NOTICE: UNLESS OTHERWISE PROHIBITED BY LAW, BY ENTERING YOU AGREE THAT DISPUTES BETWEEN YOU AND ANY CONTEST ENTITY WILL BE RESOLVED BY BINDING, INDIVIDUAL ARBITRATION AND YOU WAIVE YOUR RIGHT TO PARTICIPATE IN A CLASS ACTION LAWSUIT, JURY TRIAL OR CLASS-WIDE ARBITRATION. See Disputes/Arbitration provision.

1. **CONTEST TIMING:** The BEHR To DIY For Season 2 Contest (the “**Contest**”) includes three (3) unique entry periods, plus a Finalists Challenge, each with a different DIY (do it yourself) challenge (each a “**Challenge**”). At the end of each Challenge entry period, as set forth in the chart below, (each, a “**Challenge Entry Period**”), the First, Second and Third place Winners from each Challenge (nine (9) Entrants in all) will be entered into a final challenge, as set forth below (“**Final Challenge**”), to determine the three (3) Finalist who will be subject to Final Judging and Voting, as noted below (“**Finalist Voting Period**”) to select the three (First, Second and Third) place Finalist Prize winners.

All Eligible Entries will be reviewed for compliance with these Official Rules (“**Official Rules**”) and, if deemed compliant at such time, will be made available for the respective Challenge Entry Period and/or Finalist judging, as applicable. The Sponsor’s database clock will be the timekeeper for the Contest.

CHALLENGE ENTRY PERIODS & FINALIST VOTING PERIOD

Challenge Entry Period/ Voting Period	Date entry begins (at 12:00:01 a.m. PT)	Date entry ends at 11:59:59 p.m. PT	Winner Announced on or about:
Challenge Entry Period #1	6/12/23	6/20/23	6/30/23
Challenge Entry Period #2	7/5/23	7/12/23	7/21/23

Challenge Entry Period #3	7/24/23	8/1/23	8/11/23
Final Challenge	8/14/23	8/22/23	8/28/23
Finalists Voting Period	8/28/23	9/4/23	9/8/23

Entry in the Contest does not constitute entry into any other sweepstakes, contest or promotion. By participating in the Contest, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Behr Paint Company, 1801 East St. Andrew Pl., Santa Ana, CA 92705 (the “**Sponsor**” and “**Judge**”), and/or WYNG, 360 Park Avenue S., 20th Floor, NY, NY 10010 (the “**Administrator**”) whose decisions shall be final and legally binding in all respects and not subject to further review in any forum.

2. **ELIGIBILITY:** The Contest is open only to individuals who at the time of entry (a) are legal residents of and physically domiciled in the fifty (50) United States or the District of Columbia, and (b) are at least 18 years of age (“**Entrant**”). The following individuals are not eligible to participate: (i) employees of BEHR PAINT COMPANY or Masco Corporation, WYNG (collectively the “**Contest Entities**”), any of their subsidiaries or affiliate companies, or their advertising, marketing or promotional agencies; (ii) family members (spouse, parents, siblings, children and in-laws) of any individual referred to in clause (i); and (iii) persons living in the same household (whether or not related) with any person referred to in clause (i) or (ii) above. This Contest is subject to all federal, state, and local laws and regulations and is void (a) outside the 50 United States and the District of Columbia, and (b) where prohibited by law.

3. **HOW TO ENTER DURING EACH CHALLENGE ENTRY PERIOD AND FINAL CHALLENGE:**

Post a public TikTok video that is thirty seconds to five minutes in length (can be custom video or leverage the TikTok Templates functionality to submit a variety of images), completing your DIY Challenge according to the guidelines below for each Challenge Entry Period and, if selected as a finalist, during the Final Challenge.

If you don’t already have a TikTok account, download the TikTok app to create one; creating a TikTok account is free. By submitting your information and creating a TikTok account, you will be required to agree to the TikTok terms of service and privacy notice. If you do not agree to TikTok terms of service and privacy notice, you cannot create a TikTok account. You must at all times comply with TikTok’s community guidelines whilst using your account.

BE SURE TO INCLUDE Hashtag **#BehrToDIYForContest** , Tag **@behr** and Follow **@behr**

Each Challenge listed below requires a custom TikTok video (as described above) to be posted as directed. Use BEHR products (or similar) as primary tool for your Challenge Entry #1, #2 #3. Non-Sponsor brands may be used but not mentioned or depicted in any submission, or will be disqualified. Submissions in whole or in part that have received payment or prize winner recognition for their creation, whether or not paid, and assets that have been submitted into any prior promotion or competition (whether or not declared a winner) are not eligible to enter or receive a prize.

CHALLENGES FOR CHALLENGE ENTRY PERIOD:

- Post a public TikTok video (as described above) completing a DIY project showing before and after shots, according to Challenge guidelines.
 - **Challenge #1 | Something Old, Something New (Indoor/Outdoor)**
 - Entrants reimagine vintage or second-hand piece(s) using BEHR products (or similar). (Ex. Revamp a chair, dresser, or a mirror.). Include a before and after shot of project.
 - **Challenge #2 | Turning Tables (Indoor/Outdoor)**
 - Entrants create a showstopping tablespace perfect for entertaining using BEHR products (or similar). (Ex. Update a table with a fresh paint coat or style it with DIYed decor items.). Include a before and after shot of project.
 - **Challenge #3 | Welcome Home (Outdoor)**
 - Entrants welcome guests by updating their outer entry of their home to boost curb appeal by DIYing with BEHR products (or similar). (Ex. You can DIY a planter, outdoor chair, or refresh your front door.). Include a before and after shot of project.

CHALLENGES FOR FINAL CHALLENGE: | Cozy Corners (Indoor)-FINALISTS ONLY MAY ENTER.

- Post a public TikTok video (as described above) completing a DIY project showing before and after shots, according to Challenge guidelines.
 - **Final Challenge**
 - Entrants transform a cozy corner in their home using BEHR PREMIUM™ Spray Paint and BEHR PREMIUM PLUS® Interior Paint (or similar). (Ex. Create your own mural, paint a bookshelf, or finish up with a gallery wall.) Include a before and after shot of project.

All assets submitted in any/all Challenge(s) listed above are collectively an entry for the respective Challenge (“Entry”).

Your Eligible Entry must comply with these Official Rules. By entering, each Entrant warrants and represents the following with respect to their Entry: (a) Entrant is the sole and exclusive owner of the Entry; (b) the Entry will not infringe on any rights of any third parties; and (c) any third parties or venues appearing in the Entry have given entrant appropriate consent to be used in accordance with these Official Rules.

Limit: Enter as often as you wish during the Challenge Entry Period; however, each Entry must be entirely unique and different, or else may be disqualified. Limit one (1) Entry per Finalist during the Final Challenge. Sponsor reserves the right to cancel or modify this Contest in the event an insufficient number of Entries are received that meet the minimum judging criteria.

Entry Guidelines: By entering, each Entrant agrees that their Entry conforms to these Rules including the guidelines below and that Sponsor, in its sole discretion, may remove any Entry and disqualify an entrant from the Contest if it believes, in its sole discretion, that the Entrant’s Entry fails to conform to the below guidelines.

- The Entry must be complete, compliant, submitted via TikTok, and received by Sponsor within the respective Challenge Entry Period and, if selected as a Finalist, within the Final Challenge Period.
- The Entry must be primarily in English.
- Entries that do not include the hashtag **#BEHRToDIYForContest**, Tag **@behr** and follow **@behr** will not be recognized as an Entry. Each TikTok Entrant must be an active holder of a non-private account to be eligible to enter the Contest via social media (i.e., Entrant must make sure his or her posts are set to “public” and not “private”).
- The Entry must not contain material that violates or infringes any rights of any other party, including but not limited to copyright, trademark, privacy, publicity or any other intellectual property rights;
- The Entry must not in any disparage Sponsor or any other person or party;
- The Entry must not contain material that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Entry 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 Entry must not contain material that is unlawful, in violation of or contrary to the laws or regulations of the United States or of any jurisdiction where Submission is created.
- The Entry cannot promote illegal drugs or firearms (or the use of any of the foregoing), or any activities that may appear unsafe or dangerous, or any particular political agenda or highly sensitive message;

- The Entry must be consistent with the image and values of Sponsor and be consistent with and satisfy the guidelines of the Contest.
- Augmented Reality generated submissions are prohibited and will be disqualified,
- Non-Sponsor brands may be used but not mentioned or depicted in any submission, or will be disqualified. Submissions in whole or in part that have received payment for their creation or prize monies, whether or not paid, and assets that have been submitted into any prior promotion or competition (whether or not declared a winner) are not eligible to enter or receive a prize.
- Incomplete, invalid, unsuitable, or otherwise non-compliant Entries (as determined in Sponsor's sole and absolute discretion) will not be eligible. If, upon review, Sponsor (or its authorized representative) is unable to determine that an Entry is compliant, or reasonably suspects that it is not compliant in whole or in part at any time, the Entry as a whole may be disqualified. Proof that you uploaded an Entry does not constitute proof or evidence that it was received within the Challenge Period or eligible for the Contest. Entries become the property of Sponsor and will not be returned. Entries submitted via any other entry method than stated herein will not be accepted. Entries may only be submitted by a single registered account user; group or commercial submissions are not permissible. Multiple entrants are not permitted to share the same device, account, IP or email address. Entrants may not (whether apparent or suspected) enter through a sweepstakes/contest club or exchange site (or similar method, whether or not paid), with multiple or false identities, accounts, or devices, or use multiple e-mail and/or street addresses, or use any other device or artifice to enter. Engaging directly or indirectly in any (apparent or suspected) artifice, cheating, fraud, spamming, phishing, on-line clubs (or similar methods), exchange sites, robotic, automatic, macro, programmed or like participation methods as determined in Sponsor's sole and absolute discretion, will void all such Entries, and disqualify any entrant suspected of using/benefitting from such methods.
- Without limiting the foregoing, Entry/Entrant will be disqualified if Sponsor believes the Entry is not in the spirit of the Contest, is not compliant herewith, or awarding the Prize to any person will have a detrimental impact on Sponsor, this Contest, or any of Sponsor's brands, products or services.
- Contest Entities assume no responsibility for lost, late, incomplete, ineligible, inaccurate, undelivered, delayed, destroyed, damaged, or misdirected Contest related communications (in whole or in part including into entrant's spam/junk folders); or for any equipment, computer, telephone, device, network, platform, app, electronic, hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt, or jumbled transmissions; nor service provider, Internet, website, user accessibility or availability, incompatibility, traffic congestion, unauthorized human intervention or any human error, or the incorrect or inaccurate capture of Entry, or other information, nor for the failure to capture or display any such information.

- Entrants must not engage in phishing or spamming. Apparent or suspected phishing or spamming, sending of junk communications or the use of any unauthorized method or automated system to participate is prohibited, and, if discovered at any time will void the applicable Entry and entrant suspected of using/benefitting from such methods in Sponsor's sole and absolute discretion.

Entry Notes: Entrant will be able to review his or her Entry prior to submission, but once any entry is submitted, Entrant cannot access/revise such Entry in any way. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected Entry will be deemed ineligible. By entering, all Entrants release the Sponsor, Judge, Administrator, TikTok, and their respective parent, subsidiary and affiliated entities including, all of their respective shareholders, officers, directors, employees, agents, contractors, attorneys, successors and assigns (the "**Released Parties**") from and against all threatened or actual actions, claims, liabilities and damages arising out of or in connection with each Entrant's participation and/or entry in the Contest and/or his/her receipt or use of the Prize awarded in the Contest or for the results or selection process of the Contest Judging.

Sponsor is not responsible for problems downloading or uploading any Contest-related information to or from the web site or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in the Contest.

4. FINALIST PUBLIC VOTING: To participate in the Finalist Voting you must be eighteen (18) years of age or older at the time of voting and a legal resident of the United States and domiciled in the fifty (50) United States or the District of Columbia.

- Visit the Sponsors TikTok site @Behr
- Select the Finalist(s) you wish to vote for based on the following criteria: 34% creativity; 33% application; and 33% taste.
- Comment within that video on TikTok tagging the username of the Finalist you wish to vote for.

LIMIT: Five (5) votes per person/TikTok handle during the Finalist Voting Period. You may cast all five votes for a single Finalist or spread your votes between the Finalists.

In the event of a tie, a third-party judge selected by the Sponsor, will cast one vote between the tied entries to determine the Winner.

Entrants or participating public voters may not (whether apparent or suspected) vote through a sweepstakes/contest club or exchange site (or similar method, whether or not paid), with multiple or false identities, accounts, or devices, or use multiple e-mail and/or street addresses, or use any other device or artifice to vote. Engaging directly or indirectly in any (apparent or suspected) artifice, cheating, fraud, spamming, phishing, on-line clubs (or similar methods), exchange sites, robotic, automatic, macro, programmed or like participation methods as determined in Sponsor's sole and absolute discretion, will void all such votes, and may disqualify any Entrant suspected of using/benefitting from such methods.

5. PRIZES (each a "Prize")/APPROXIMATE RETAIL VALUE ("ARV"):

Challenge Prizes:

Each Challenge Period will have a First place, Second place and Third place winner. Only the First place Winner will receive a Challenge Prize of US **\$5,000** (payable by check in the name of the Winner).

One (1) Challenge #1 First Place Winner: US **\$5,000** ARV \$5,000

One (1) Challenge #2 First Place Winner: US **\$5,000** ARV \$5,000

One (1) Challenge #3 First Place Winner: US **\$5,000** ARV \$5,000

Each Challenge's First, Second and Third Place Winners (9 total winners) will get the opportunity to advance to the next round Final Challenge.

LIMIT: One (1) Challenge Period Prize per person during any relevant Challenge Period.

Three (3) Finalist Prizes: Will be determined once the Finalist Voting Period ends and the results are added to each Finalists judges score, subject to verification of eligibility and compliance.

One (1) First Prize Winner: US **\$20,000** ARV \$20,000

One (1) Second Prize Winner: US **\$10,000** ARV \$10,000

One (1) Third Prize Winner: US **\$5,000** ARV \$5,000

All Prizes payable by check in the name of the Winner. The aggregate ARV for all prizes in the Contest is US \$50,000.

Each winner of a Prize valued at US \$600 or more will be required to provide proof of identity, verification of eligibility and compliance with these Official Rules, and required to complete and have notarized written Affidavit of Eligibility/Release of Liability Form, W-9 tax payer request for identification form and where legal, Publicity Release ("Affidavits")

as well as any other documents required by Sponsor, all of which must be received fully-executed within three (3) business days of the date of first notification attempt or such potential winners may be disqualified and an Alternate Winner may be selected. Winners will receive an IRS tax form 1099 for the value of the prize won.

THE CONTEST AND ALL ELEMENTS THEREOF, INCLUDING ALL PRIZES, ARE AWARDED "AS IS" AND WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE).

6. JUDGING CRITERIA:

Challenges # 1, 2 and 3 Judging Criteria: The Judges will judge each Eligible Entry based on the following weighted criteria to determine three (3) winners in each Challenge Period (nine (9) Challenge winners in all).

- **34% Creativity:** Defined by ability to take objects and use them in a new or originally unintended way, finding unique ways to pair colors, materials, spaces, and objects to create something entirely new.
- **33% Application:** Defined as properly using the BEHR Paint (or similar) products, creating finished products that appear without blemish or defect.
- **34% Taste:** Defined as following a cohesive appearance and balancing design styles to create a unified vision while adding one's own unique touch.

Final Judging Criteria: The three Finalists will be judged in accordance with the criteria below based on the combined results of the judging score (75%) and the score from the public vote (25%).

- 25% Creativity
- 25% Application
- 25% Taste
- 25% score received from the public vote

In the event of a tie, a neutral judge selected by the Sponsor, will judge, utilizing the above criteria, the tied entries to determine the applicable prize winner.

- ## 7. WINNER NOTIFICATION:
- The potential winners will be notified by direct message (DM) by the Sponsor requesting confirmation of the winner's email address, full name and mailing address. All potential winners are subject to verification of eligibility and compliance prior to prize award (and will be required to immediately return any prize awarded, if later determined ineligible or non-compliant). If a potential winner fails to respond to any notification attempt within three (3) attempts, or if any attempted notification or Prize delivery is returned as undeliverable, or if a potential winner fails to complete and return any required information within the specified time period, the potential winner may be disqualified and an alternate winner may be selected from the remaining

Eligible Entries received (time permitting). An alternate Challenge Period winner will be the next entry with the highest Judge's score in the relevant Challenge Period.

Once eligibility has been verified and the Sponsor receives the Prize winner's requested information, the Sponsor will arrange to award the Prize. Prize winner must reply with all required information in order to receive their Prize.

8. PUBLICITY RELEASE/ASSIGNMENT OF RIGHTS: Providing an Entry constitutes consent to grant the Contest Entities a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display Entrant's entry materials (including the Entry, in whole or part), name, photograph, likeness, voice, biographical information, statements and complete address (collectively, the "**Attributes**"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Contest Entities from all claims arising out of the use of such Attributes.

Submission of an entry grants the Sponsor and its agents the right to record, copy, publish, use, edit, exhibit, distribute, perform, merchandise, license, sublicense, adapt and/or modify such entry in any way, in any and all media, without limitation and without any compensation to the entrant. Submission of an entry further constitutes the entrant's consent to irrevocably assign and transfer to Sponsor any and all rights, title and interest in the entry, including, without limitation, all copyrights.

9. DISQUALIFICATION: **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS CONTEST OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right in its sole discretion to disqualify any individual who is found to have tampered with the entry process or the operation of the Contest, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to disparage, annoy, abuse, threaten or harass any other person. No incomplete, forged, software-generated or other automated or multiple entries will be accepted. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

10. LIMITATION OF LIABILITY: None of the Released Parties shall be held responsible for, and Entrant hereby releases the Released Parties from any claims arising from or in any

way relating to: (i) late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of Entries or Entry information or technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Contest; (iv) electronic or human error which may occur in the administration of the Contest or the processing of Entries; (v) any injury or damage to persons or property, including but not limited to Entrant's computer, hardware or software, which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Contest (vi) use of any Prize and (vii) the judging process including the outcome of the Contest.

The Contest is in no way sponsored, endorsed, administered by or associated with TikTok. You are submitting your information to Sponsor and not TikTok.

By entering, each Entrant fully releases and agrees to hold each of the Released Parties and TikTok harmless from and against any and all claims, liability, damages, and demands arising out of or relating to participation in the Contest, the judging process and/or any use of the winner's name, likeness, voice and/or biographical information as permitted hereunder, including without limitation all claims, liabilities, damages, and demands based on any personal injury, property damages or loss or death.

Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Contest.

11. DISQUALIFICATION/FORCE MAJEURE: In the event (a) an insufficient number of Eligible Entries are received, (b) a virus, bugs, or entrant fraud or misconduct affect or corrupt the administration, integrity, security or proper operation of the Contest, (c) Sponsor deems necessary in order to comply with the terms of use or terms of service of any applicable social media platform or in connection with changes to such terms, or (d) Sponsor is prevented from awarding the Prize or continuing with the Contest as contemplated herein by any event beyond his control, including but not limited to, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control, then Sponsor shall have the right to modify, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will (if considered feasible) judge all eligible, non-suspect Entries received as of the date of the event, giving rise to the termination. Inclusion in such judging process shall be each Entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of Prizes described in these Official Rules will be awarded.

12. **DISPUTE RESOLUTION.** If there is any conflict between any promotional material and these Official Rules, the provisions of these Official rules shall prevail. The resolution of any dispute shall be within Sponsor's sole discretion. As a condition of entering this Promotion, except as prohibited by law, you agree that: (a) all causes of action arising out of or connected with this Promotion, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees or court costs. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

12. **WINNERS LIST:** Winners will be posted on the Sponsor's TikTok site @behr or send a self-addressed stamped envelope to "BEHR To DIY For Season 2 Contest Winners", P.O. Box 368, E. Falmouth, MA 02556-368. Request must be received by 9/15/23.

13. **USE OF DATA:** All information regarding Entrants collected by Sponsor will be treated in accordance with Sponsor's privacy policy at <http://www.behr.com/privacypolicy>. By entering the Contest, each Entrant agrees that information submitted in connection with the Contest may be used as permitted pursuant to the privacy policies, and otherwise in connection with the administration of the Contest.

Sponsor reserves the right, without notice or prior approval, to cancel or terminate the Contest in whole or in part, or modify or supersede these Official Rules in its sole reasonable discretion for important reasons (as determined by Sponsor) and in such event will post termination notice or revised Rules, as applicable, at <http://behr.com/ToDIYForS2OfficialRules>, any such revised Rules will continue to govern all aspects of the Contest.