



**BD REWARDS PROGRAM  
OFFICIAL PROGRAM RULES**

- Name of Promotion: BD Rewards Program
- Promoter: Black & Decker (U.S.) Inc. 701 E. Joppa Road, Towson, Maryland 21286.
- SNIPP: Snipp Interactive, Inc., 1605 Connecticut Avenue, NW, Washington, D.C.; is responsible for administering this Program and fulfilling BD Rewards\*\* (\*\* except for the Black+Decker Magical Vacation Sweepstakes – see Official Rules for details)
- Who is Eligible to Participate in this Program? You must be age 18 or older, a legal resident of USA, purchase a BD Rewards-covered product from a participating retailer between Oct. 1, 2016 and Jan. 15, 2017 and comply with these Official Program Rules. (USA includes 50 US states and Washington, D.C.)
- BD Rewards-Covered Products: For a complete list of BLACK+DECKER 20V MAX\* products that qualify in this Program as a BD Rewards-covered product, go to [getbdrewards.com/support.aspx#participatingProducts](http://getbdrewards.com/support.aspx#participatingProducts). \*Maximum initial voltage (measured without a workload) is 20 volts. Nominal voltage is 18.
- Dates you need to know for this Program:

When must I purchase BD Rewards-covered product(s) to qualify for this Program?	When must I purchase BD a Rewards-covered product to be eligible to receive automatic entry in the BLACK+DECKER® Magical Vacation Sweepstakes via this Program?  (Please see Official Rules <a href="#">here</a> for how to enter)	When must I submit my BD Rewards-covered product(s) purchase receipt(s) and registration form to Snipp to qualify for BD Rewards?	When must I download my credits before my BD Rewards expire?
Oct. 1, 2016 – Jan. 15, 2017	Nov. 1, 2016 – Jan. 15, 2017	By Jan. 31, 2017	By Feb. 15, 2017

**Dates start at 12:00:00 AM Eastern time (“ET”) and end at 11:59:59 PM ET.**

- Who are participating retailers? Retailers located in the USA, including online retailers; excluding Ebay, Inc.
- How does the BD Rewards Program work? You will receive credits towards BD Rewards for the BD Rewards-covered product(s) you purchase from participating retailers during the dates and according to the instructions outlined herein. You will qualify to receive 2 additional credits each week when you share the BD Rewards Program via Facebook® or Twitter® icons on [www.getbdrewards.com](http://www.getbdrewards.com) during Oct. 1, 2016 through Jan. 15, 2017. **You must submit your BD Rewards request to Snipp by 11:59:59 PM ET on Jan. 31, 2017 or they will be void; you must select your BD Rewards and download your credits by 11:59:59 PM ET on Feb. 15, 2017 or they will expire and no longer be available to you.**
- How many credits will I receive by purchasing BD Rewards-covered product(s) in this Program? You will receive 5 credits for each \$25 you spend on the purchase price of a BD Rewards-covered product. If the purchase price is less than \$25, you will receive 5 credits. Credits are based on purchase price only (does not include taxes, shipping or any other charges). If you purchase more than one BD Rewards-covered product in a single transaction (on 1 receipt), credits awarded will be based on the total combined purchase amount that you paid for all such products. Purchase of a BD Rewards-covered product cannot be submitted more than once for additional credits. Except for purchases under \$25, credits will be based on full \$25 increments (e.g., if you purchase a BD Rewards-covered product for \$74.99, you will receive 10 credits).
- What BD Rewards are available to me in this Program? Depending on the total number of credits you receive, you can choose from: (a) iTunes® gift cards (minimum 5 credits required); (b) instant music downloads (1 credit required for each download); or (c) one (1) code valued at \$10 to use at a participating movie theater (minimum 10 credits required; expiration dates vary by movie theater). For full details on BD Rewards available, go to the BD Rewards Storefront Site on

[getbdrewards.snipprewards.com](http://getbdrewards.snipprewards.com). Once you select your BD Rewards, those credits cannot be used towards any other BD Rewards in this Program. BD Rewards are subject to availability.

11. How do I submit my purchase information to Snipp for BD Rewards in this Program? You must take the following steps during the dates listed above:
  - A. take 1 photo image of your purchase receipt of the BD Rewards-covered product;
  - B. the photo image must be 3MB or smaller and in .jpg format;
  - C. your purchase receipt must include: (1) evidence of your BD Rewards-covered product; (2) purchase date; (3) store name and address; and (4) purchase price;
  - D. limit of 1 receipt with each submission;
  - E. go to [www.getBDrewards.com](http://www.getBDrewards.com) **or** text KEYWORD: BDREWARDS to 811811 (*see disclaimer below*) **or** send an email to [redeem@getbdrewards.com](mailto:redem@getbdrewards.com) with your photo image uploaded/attached;
  - F. complete the registration form and submit this to Snipp;
  - G. you will receive an email or text from Snipp within 24 hours validating your submission was successful or providing you with additional instructions you must follow to receive validation of your submission;
  - H. if you do not hear from Snipp within 24 hours, please email SNIPP at [help@support.getbdrewards.com](mailto:help@support.getbdrewards.com) for additional support; and
  - I. you must receive validation from Snipp that your submission was successful to qualify for any BD Rewards in this Program.

**By texting KEYWORD: BDRewards to 811811 you consent to receive up to 10 promotional text messages from Snipp on behalf of BD Rewards Program (pertaining to this Program only) via an automatic telephone dialing system to the number you provided. Your consent is not required to make a purchase. Msg & Data Rates May Apply.**

12. Whom do I contact if I have a question about this Program? Email SNIPP at [help@support.getbdrewards.com](mailto:help@support.getbdrewards.com). You will receive a response within 3 business days.
13. How do I enter the BLACK+DECKER Magical Vacation Sweepstakes? Please see the Official Rules [here](#) and follow the instructions.
14. Can I opt out from having my purchases be submitted for automatic entry in the BLACK+DECKER Magical Vacation Sweepstakes? Yes, when you are submitting your request for BD Rewards, select the opt-out box on the registration form.
15. Terms and Conditions: All submissions for BD Rewards must be completed as set forth herein. You must have access to an internet-enabled device to participate in this Program. Compatibility may vary by device, and not all devices may be supported; standard data rates apply and are your sole responsibility. Failure to comply with the instructions or any other directives made in connection with this Program may result in cancellation of BD Rewards. BD Rewards are non-transferable, non-assignable and cannot be sold or redeemed for cash, and are subject to reward provider's terms and conditions. Promoter and SNIPP reserve the right to modify this Program at any time. SNIPP and/or Promoter reserve the right to substitute any BD Rewards with another of equal or greater value if the original BD Reward is no longer available at the time of redemption. Use of BD Rewards website and content are at your own risk. Additional costs/fees for products and services outside this Program are not included. SNIPP and Promoter have the right to make the final decision of redemption. Purchase of BD Rewards-covered products and BD Rewards cannot be used in connection with any other offer. The use of any BD Rewards manufacturer's name or trademark in connection with this Program is solely for the purpose of describing such BD Rewards and is not intended to suggest any affiliation or sponsorship. All trademarks and trade names are the property of their respective owners. All income and all other taxes (federal, state and local) on BD Rewards are participant's sole responsibility. This Program is in no way sponsored, endorsed, administered by or associated with Facebook, Inc. or Twitter, Inc. See Official Sweepstakes Rules for full details on the BLACK+DECKER® Magical Vacation Sweepstakes site. All federal, state and local laws and regulations apply. Void where prohibited.

**BY PARTICIPATING IN THIS PROGRAM** you agree to release and hold harmless Released Parties ("Released Parties" include Promoter, SNIPP, Apple Inc., AMC Theatres, Regal Entertainment Group, Walt Disney Parks and Resorts U.S., Facebook, Inc., Twitter, Inc., all other individuals, organizations and entities and persons involved in fulfilling, administering, advertising or promoting this Program) from any and all claims, expenses, liabilities, personal injury, death, illness, property loss, litigation or damages of any kind to persons and/or property (including but not limited to invasion of privacy under appropriation, intrusion,

public disclosure of private facts, false light in the public eye or other legal theory, defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights) that may occur, directly or indirectly, whether caused by negligence or not, arising out of such your participation in this Program and/or your acceptance, possession, use and/or misuse of any BD Rewards. Released Parties are not responsible or liable for: (a) any error, omission, interruption, defects, delay, theft, destruction or unauthorized access to or alteration of this Program or for any malfunctions of the telephone network, computer Internet system, computer dating mechanism, computer equipment, software, or any combination thereof; (b) lost, late, illegible, mutilated, misdirected, damaged, corrupted, inaccessible, inaccurate or incomplete submissions, submissions not received and any credits and/or BD Rewards not redeemed by the time designated for this Program or used by their expiration periods, and/or entries not entered in the Sweepstakes; (c) technical failures of any kind, including but not limited to the malfunctions or interruptions of any computer, equipment, cable, network, hardware or software, programming or failure of an email or text on account of technical problems or traffic congestion on the Internet at any website and unavailability or inaccessibility of any transmissions or telephone or Internet service (including the cloud), computer dating mechanism, devices, operating systems or any combination thereof in connection with this Program; (d) unauthorized human intervention in the submission process or human error which may occur in the administration of this Program or processing submissions; and/or (e) any injury or damage to persons and/or property, including but not limited to entrant's mobile device, computer, hardware or software, including which may be caused, directly or indirectly, in whole or in part, from participation in this Program. Released Parties shall not be liable for undeliverable BD Rewards and will not issue or replace codes in this event. Released Parties are not responsible for any disagreements concerning availability and/or quality of service.