

This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram. Any questions, comments or complaints regarding the promotion will be directed to KelbyOne, not Instagram. Phone: 800.201.7323

Official Rules

If You Are Under the Legal Age of Majority in Your Jurisdiction of Residence, Please Read These Official Rules With Your Parent or Legal Guardian.

No Purchase or Payment Necessary to Enter or Win.

A Purchase or Payment Will Not Increase Your Chances of Winning.

1. **Eligibility:** 18 years or older.
2. **Promotion Period:** January 15, 2018 through February 15, 2018 at 11:59 p.m.
3. **How to Enter:** Entrants who are eligible must follow @lexarmemory and @kelbyonepics on Instagram, tag 3 people in the comments of the #KelbyOneLexar Architecture Photo Contest post, and then share an original architecture photo creation of their own during the promotion period.

Inappropriate comments will NOT be tolerated. They will be marked as SPAM and/or reported to Instagram so please keep your comments of the "PG" variety. Thanks!

Furthermore, each Submission must be an original work of entrant and not infringe or violate any copyright, trademark, right of publicity or privacy, or other intellectual property or contractual rights of any person or entity. Only digital entries will be accepted. Submitted URL's do not have to contain high-resolution images. Host Entity shall have the right to crop, adapt, and publish any or all of the entries and pieces, and may authorize others to do so for the purposes of the Competition and for the purpose of displaying the pieces in The Gallery at KelbyOne or on KelbyOne, LLC websites and social properties. By entering this Competition, entrant gives KelbyOne, LLC an irrevocable, perpetual, worldwide royalty-free license on use of the submissions on the KelbyOne, KelbyOne Events and Kelby Media Group websites, KelbyOne social properties, KelbyOne magazines, and in KelbyOne promotional/advertising materials for the use of featuring and promoting the work submitted. Any use of the submissions on KelbyOne will be credited to the entrant however, no compensation will be required for use in the manner described above. Entrant waives any right to inspect or approve the use of the submissions for the purpose described. If images are to be used by KelbyOne beyond the manner described, entrant and KelbyOne will negotiate extended licensing and compensation.

4. Use of Information: When you like or comment on any item/gift you give us permission publish your comment(s) in other places (i.e. on our social pages page and/or our blog and/or our website). This includes your "thumbnail" Instagram profile picture and your Instagram display name. We plan to save the "best entries" as screen-shots for future reference. We will not sell or share your comments with any other 3rd party.

5. Contest Schedule: The dates of the contest are January 15, 2018 through February 15, 2018 at 11:59 p.m.

6. Winner Selection: The potential winner will be selected by Scott Kelby after the contest entry period comes to a close (as noted in the contest application) from among all the eligible entries received. Entrants agree to be bound by these Official Rules and to the decisions of the judge, which will be final and binding in all respects. Odds of winning depend upon the total number of eligible entries received and our mood that day. If this is a "head office votes" type contest then we receive the right to vote for the winners in any manner that we choose (e.g. the choice may not be random.) In addition, the number of votes *your* entry receives does not necessarily indicate you winning or losing a prize (the more votes you have does not mean you more likely to win (e.g. we will pick the choice WE like best). All judges (Head Office) decisions are final. Limit one (1) prize per person during promotion period. Winners will be notified via Instagram. If a winner does not respond (reply to our Instagram direct message within 48 hours, another winner will be chosen. Another winner will be chosen (with 48 hours to respond) until a winner responds and accepts their prize.

7. Prizes: Winners will receive the gifts as stated in the contest Instagram post during the contest period. Upon being selected as a winner, the winner will be notified by direct message on Instagram and be asked for their mailing address. The gifts will be mailed to the winner and can take up to or even more than 1 month from the time you win. We ask that winners please post on our Facebook wall or tag us in a post on Instagram when they receive their prize so we can track delivery and receipt of prizes.

8. Winners' List: The winners' names will be posted on our Facebook page (on our "wall") on a weekly basis.

9. Questions: Questions should be directed to the Social Media team at KelbyOne. Email: rscott@kelbyone.com - This page last updated: January 5, 2017