

Google Cloud Visualize 2030 | OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. Contest is open to residents of the United States and the rest of the world, except for Quebec, Crimea, People’s Republic of China, Cuba, Iran, Syria, North Korea, and Sudan.

By selecting “I Agree,” I hereby acknowledge that I have read these Official Rules (the “Rules”) of the contest in their entirety, and understand that my participation in the contest is subject to these Rules.

I understand that Google may choose to revoke my participation and status as a participant, along with any associated benefits if I violate these Rules.

ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

DEFINITIONS

In these terms and conditions

1. The contest sponsors are Google LLC, with a place of business is at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States and its affiliates (collectively “Google”), and the following international government and non-government organizations: the United Nations Foundation, including The Global Partnership for Sustainable Development Data, and The World Bank, (collectively “IGO/NGO Entities”) (all together, “Sponsors”).
2. “Contest” means the skills-based data storytelling contest, named Visualize 2030 and hosted by the Sponsors.
3. In these terms and conditions: “Student” means a student who (a) is enrolled in an undergraduate or graduate course at any Higher Education Institute as of November 16th, 2018 in a country eligible for participation in the Contest, (b) studies under the direction of a Professor affiliated with a Higher Education Institute, and (c) is over the age of majority in the country, state, province or jurisdiction of residence at the time of submission.
4. In these terms and conditions: “SDG Data” means either of the two datasets, which will be made available through a unique url for the purposes of the Contest: a) the World Development Indicators (WDI) dataset curated by the World Bank and b) the Sustainable Development Indicators (SDI) data set curated by the United Nations Statistics Division.
5. In these terms and conditions: “Data Story” means the set of original words, graphics, design and data visualizations created by a Student using Data Studio with the Data and shared via a publicly viewable url for submission to the Contest

BINDING AGREEMENT

1. In order to enter the Contest, you must agree to these Official Rules (the “Rules”). Therefore, please read these Rules prior to entry to ensure you understand and agree. You agree that submission of an entry in the Contest constitutes agreement to these Rules. You may not submit an entry to the Contest and are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and Google with respect to the Contest.

PRIZE & PAYMENT

1. In these terms and conditions: "Prize" means a) \$10,000 USD, gross of any applicable taxes in the Student's country, state, province or jurisdiction of residence and b) paid by Google, LLC.

CONTEST PARTICIPATION

1. The Contest is a skill contest where participants must submit a Data Story that relates to one or more of the United Nations' Sustainable Development Goals ("SDGs"). Each Data Story will be evaluated by judges, who will choose the winning entry in accordance with these Official Rules. The Prize will be awarded to 5 participants whose Data Story is evaluated as having the highest score in the judging criteria. See below for complete judging criteria with a) Data First and b) Narrative Arc having more weighting than c) Interactivity, d) Design and e) Accessibility.
2. Data Stories must be submitted in the English language.

ELIGIBILITY

1. To be eligible to participate in the Contest, you must meet all of the following criteria:
 - a. You must be a Student registered for the Contest by joining the following private Google Group: visualize-2030-data-stories@googlegroups.com.
 - b. You must be an individual Student participant; team submissions are prohibited.
 - c. You must be over the age of majority in the country in which you reside.
 - d. You must not be: (i) resident of a US embargoed country, (ii) ordinarily resident in a US embargoed country, (iii) otherwise prohibited by applicable export controls and sanctions programs as not eligible to participate in the Contest; (iv) a resident of Quebec; (v) a resident of the People's Republic of China, or (vi) a Student in any country that has become subject to the United States Office of Foreign Assets Control (OFAC) sanctions.
2. Employees, interns, contractors, and official office-holders of Google or of the IGO/NGO Entities or their parent companies, subsidiaries, affiliates, and the respective directors, officers, employees, advertising and promotion agencies, representatives, and agents of any of the above ("Contest Entities") are ineligible to participate in this Contest.
3. If you are entering as part of a company or on behalf of your employer, these rules are binding on you, individually, and/or your employer. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consented thereto, including your potential receipt of a prize. You further warrant that your actions do not violate your employer's or company's policies and procedures.
4. The Sponsors reserve the right to verify eligibility and to adjudicate on any dispute at any time.

CONTEST PERIOD

1. The Contest begins at 12:00:00 A.M. Pacific Time (PT) Zone in the United States on July 24th, 2018 and ends at 11:59:59 P.M. PT on November 16, 2018 ("Contest Period"). Entrants are responsible for determining the corresponding time zone in their respective jurisdictions.

HOW TO ENTER

1. No purchase necessary to win. In order to enter the Contest and be considered for the Prize, each Student must:
 - a. Create a Data Story using only the SDG Data made available for the purposes of this Contest. Students will be disqualified if they're deemed to have used any external data sources, public or private, or have modified the SDG Data.
 - b. Submit only one Data Story using the submission form accessible via <http://cloud.google.com/visualize-2030> or the Visualize 2030 Data Stories Google Group.
 - c. Complete and submit the Visualize 2030 application form before 11:59:59 PST, November 16th, 2018. Submissions made after this date will not be considered.
2. Limit one Contest entry per Student participant.
3. Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to show proof of being the authorized account holder for that email address. The "authorized account holder" is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email addresses for the domain.

DATA STORY REQUIREMENTS

1. Each Data Story must
 - a. Be authored using a non work- or school-related Google Account;
 - b. Use one or both of the World Bank WDI and the UN SDG datasets made accessible via the Visualize 2030 Google Group;
 - c. Align to at least two of the UN Sustainable Development Goals;
 - d. Have a title;
 - e. Include data visualizations produced exclusively in Data Studio software;
 - f. include citations for all datasets used. Please find citation information for each dataset here: <https://cloud.google.com/bigquery/public-data/>;
 - g. Be either built entirely within Data Studio, as a multi-page report or single-page "scroll-down" story, or embedded into a public blog or website that supports </i>iFrame</i>, oEmbed or url embedding;
 - h. Be viewable to Contest Judges via a publicly accessible url.
2. Data Story must be submitted in the English language.
3. Data Story must not be derogatory, offensive, threatening, defamatory, disparaging, or libelous or contain any content that is inappropriate, indecent, sexual, profane, indecent, torturous, slanderous, or discriminatory in any way, or that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Contest.
4. Data Story must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable federal, state, provincial or local laws or regulations or the laws or regulations in any state where Essay is created.
5. Data Story must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark (unless approved by the mark owner or otherwise permitted by law) or otherwise indicates a sponsorship or endorsement by a third party or commercial entity or that is not within the spirit of the Contest, as determined by the Sponsors, in their sole discretion.
6. Data Story must be an original, unpublished work that does not contain, incorporate or otherwise use any content, material or element that is owned by a third party or entity other than the SDG Data provided for the purpose of the Contest.
7. Data Story must not contain any content, element, or material that violates a Sponsors' or a third party's publicity, privacy or intellectual property rights.

8. The Sponsors reserve their right, in their sole discretion, to disqualify any entrant who submits a Data Story that does not meet the Data Story Requirements.

JUDGING

1. Judges will evaluate and attribute a score to each Data Story made up of scores based upon the below-listed criteria.
 - a. **Data First** | The data is your foundation. Approach it as a scientist would: observe the data, develop a hypothesis, and then test that hypothesis against the data. Let the data dictate the visualization and not the other way around.
 - b. **Narrative Arc** | Define your theory and key takeaways and then build a narrative framework around them. What is the foundation? What is the rising action? The climax? And how is your theory resolved in prescriptive actions? What should the world do in order to meet one or more of the SDGs by 2030? Ensure that the main purpose is clear and that your evidence and reasoning support that purpose.
 - c. **Interactivity** | There is more than one path to a conclusion. What is the road less traveled? Build a “choose-your-own-adventure” element into your data story that allows your audience to explore different, interrelated threads that all point to the same overarching conclusion.
 - d. **Design Language** | Develop your own design vocabulary. Present a unique look and feel that is consistent throughout your work. Font, size, alignment, color—to name a few—should be purposeful. Ensure that the design guides your audience along your narrative arc, yielding an intuitive user experience.
 - e. **Accessibility** | Democratize access to knowledge and design for the public. Know your audience (the world) and write accordingly. Design strategically so as to make your visualization as far-reaching as possible. In order to reach the 2030 Agenda, we all need to work together.
2. The **five** entries that receive the highest overall scores will be selected as winners. In the event of a tie, the Data Story that received the combined higher score from the Judges in the categories of “**Data First**” and “**Narrative Arc**” will be selected as a winner. In the event a winner is disqualified for any reason, the Data Story that received the next highest total score will be chosen as the winner.
3. On or about **December 21, 2018** the winners will be selected and notified by email, at Sponsors’ discretion. If a winner does not respond to the notification attempt within **three** days from the first notification attempt, then such winner may be disqualified and an alternate winner selected from among all eligible entries received based on the judging criteria described herein. Except where prohibited by law, each winner may be required to sign and return a Declaration of Eligibility and Liability and Publicity Release and provide any additional information that may be required by Sponsor. If required, winners must return all such required documents within **three** business days following attempted notification or such winner will be deemed to have forfeited the prize and another winner may be selected based on the judging criteria described herein. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.
4. In the event that no Data Stories are received, no prizes will be awarded. Determinations of judges are final and binding.

PRIZES

1. Five prizes of \$10,000 U.S. dollars will be awarded.
2. Odds of winning any prize depend on the number of eligible entries received during the Contest Period and the skill of the entrants. The prizes will be awarded within approximately twelve weeks of receipt by Sponsor of final prize acceptance documents. No transfer, substitution or cash equivalent for prizes is allowed, except at Google’s sole discretion. Google reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason.

TAXES

1. Payments to potential winners are subject to the express requirement that they submit to Google all documentation requested by Google to permit it to comply with all applicable state, federal, local, provincial and foreign tax reporting and withholding requirements. All prizes will be net of any taxes Google is required by law to withhold. All taxes imposed on prizes are the sole responsibility of the winners. In order to receive a prize, potential winners must submit the tax documentation requested by Google or otherwise required by applicable law, to Google or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the potential winner's country of residence. The potential winner is responsible for ensuring that (s)he complies with all of the applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the prize may be forfeited and Google may, in its sole discretion, select an alternate potential winner.

GENERAL CONDITIONS

1. All federal, state, provincial and local laws and regulations apply. Google reserves the right to disqualify any entrant from the Contest if, in Google's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Google, the other Sponsors or the Judges.
2. Participants are solely responsible for the accuracy, legibility and completeness of the information included in their Visualize 2030 application form, including their email address contact information.

INTELLECTUAL PROPERTY RIGHTS

1. As between Google and the entrant, the entrant retains ownership of all intellectual and industrial property rights (including moral rights) in and to the entrant's Data Story. As a condition of entry, entrant grants to the Sponsors and their agents, a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display the Data Story, including the entrant's name and other personal information provided as part of his or her submission for the purposes of (i) allowing the Sponsors and the Judges to evaluate the Data Story for purposes of the Contest, and (ii) advertising, promoting or furthering sustainable development goals or cloud-related products or services, (e.g., Data Studio, BigQuery), including but not limited to, the right to make screenshots, animations and Data Story clips/images available for promotional purposes.

PRIVACY

1. Contest participant acknowledges and agrees that Google may collect, store, share with others, and otherwise use personally identifiable information provided during the registration process and the Contest, including, but not limited to, name, mailing address, phone number, and email address. Google will use this information in accordance with its Privacy Policy (<http://www.google.com/policies/privacy/>), including for administering the contest and verifying the participant's identity, postal address and telephone number in the event an entry qualifies for a prize.
2. Contest participant's information may also be transferred to countries outside the country of participant's residence, including the United States. Such other countries may not have privacy laws and regulations similar to those of the country of participant's residence.
3. Contest participants acknowledge and agree that their personal information provided as part of their submissions may be shared with and used by the IGO/NGO Entities. Such use of this personal data by any of the IGO/NGO Entities will be controlled by each of the IGO/NGO Entities' respective privacy policies as set forth at <http://www.unfoundation.org/privacy-policy.html> for the UN Foundation, <http://www.data4sdgs.org/node/750> for the Global Partnership for Sustainable Development Data, and www.worldbank.org/en/about/legal/privacy-policy for The World Bank.

4. If a participant does not provide the mandatory data required at registration, Google reserves the right to disqualify the entry.
5. Contest participants have the right to request access, review, rectification or deletion of any personal data held by Google in connection with the Contest by writing to Google here: <https://groups.google.com/forum/#!contactowner/visualize-2030-data-stories>, or at visualize2030contest@gmail.com.

PUBLICITY

1. By accepting a prize, entrant agrees that Sponsors and their agencies may his or her name and/or likeness and Data Story for advertising, promoting or furthering sustainable development goals and Google Cloud products without additional compensation, unless prohibited by law.

WARRANTY INDEMNITY & RELEASE

1. Contest participants warrant that their Data Stories are their own original work and, as such, they are the sole and exclusive owner and rights holder of the submitted Data Story and that they have the right to submit the Data Story in the Contest and grant all required licenses. Each participant agrees not to submit any Data Story that (1) if used as licensed by participant above, would infringe any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity or confidentiality obligations; or (2) otherwise violates the applicable state or federal law.
2. To the maximum extent permitted by law, each Contest participant agrees to indemnify and keep indemnified Contest Entities at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each Contest participant agrees to defend, indemnify and hold harmless the Contest Entities from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys' fees) arising out of or accruing from (a) any Data Story or other material uploaded or otherwise provided by the entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the participant in connection with the Contest; (c) any non-compliance by the participant with these Rules; (d) claims brought by persons or entities not sponsoring or participating in this Contest arising from or related to the participant's involvement with the Contest; and (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest.
3. Contest participant releases all Sponsors from any liability associated with: (a) any malfunction or other problem with the Contest Site; (b) any error in the collection, processing, or retention of entry information; or (c) any typographical or other error in the printing, offering or announcement of any prize or winners.

ELIMINATION

1. Any false information provided within the context of the Contest by any participant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the entrant from the Contest.

INTERNET

1. Contest Entities are not responsible for any malfunction of the Contest Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Data Stories due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or

software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, or computer equipment, traffic congestion on the Internet or at the Contest Site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate.

RIGHT TO CANCEL, MODIFY OR DISQUALIFY

1. If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Google reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Google further reserves the right to disqualify any participant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by a participant to deliberately damage any web site, including the Contest Site, or undermine the legitimate operation of the Contest is a violation of criminal and civil laws, and should such an attempt be made, Google reserves the right to seek damages from any such participant to the fullest extent of the applicable law.

NOT AN OFFER OR CONTRACT OF EMPLOYMENT

1. Under no circumstances shall the submission of a Data Story into the Contest, the awarding of a prize, or anything in these Rules be construed as an offer or contract of employment with either Google, or the Contest Entities. You acknowledge that you have submitted your Data Story voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract of employment with either Google or the Contest Entities now exists between you and Google or the other Contest Entities and that no such relationship is established by your submission of a Data Story under these Rules.

FORUM AND RECOURSE TO JUDICIAL PROCEDURES

1. These Rules shall be governed by, subject to, and construed in accordance with the laws of the State of California, United States of America, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and all participants expressly waive any and all such rights.

WINNERS LIST

1. You may request a list of winners after January 26th , 2019 but before March 30th, 2019 by contacting the Visualize 2030 contest manager at visualize2030contest@gmail.com or here: <https://groups.google.com/forum/#!contactowner/visualize-2030-data-stories>.

END OF DOCUMENT

