

# Because Mothers Matter Awards

## Official Contest Rules, Terms & Conditions and Privacy Policy

### Official Contest Rules

#### 1. Sponsor

The "Because Mothers Matter Awards (BMMAs) 2025" (the "Contest") is sponsored and administered by Mothers Matter Canada ("MMC"). This Contest is conducted across Canada and is subject to applicable federal, provincial, and municipal laws and regulations.

#### 2. Eligibility

The Contest is open to all individuals who are legal residents of Canada and have taken on a mothering role as determined by each individual nominator. Employees of MMC, their immediate family members, and persons living in the same household are eligible to be nominated and receive a digital certificate, but are not eligible to receive the prize packages.

#### 3. Contest Period

Nominations will open on **March 26th, 2025** and end on **May 6th, 2025** (the "Contest Period") or once we reach 2,000 nominations, whichever comes first. Two contest winners will be selected and informed between **May 6th – May 12, 2025**.

#### 4. How to Enter

To enter the Contest, nominators must submit a completed **Nomination Form** via the official BMMAs webpage. The submission must include:

- The nominee's full name, email address, and phone number.

- The nominator's full name, email address, and phone number.
- A personal message describing why the nominee deserves the award.
- The nominee's postal code

Winners will be notified by phone and must allow contact from MMC. To be eligible to win the prize, nominees must give consent to have the information from their nomination shared on MMC social media channels and in newsletters.

## 5. Winner Selection & Prizes

- **Selection Criteria:** Two Winners will be selected at random.
- **Awards:**
  - All nominated individuals will receive a digital Certificate of Recognition from MMC.
  - **Two (2) winners across Canada** will receive a special Mother's Day Prize Pack from Canadian Businesses worth over \$500.
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## 6. General Conditions

- **Skill-Testing Question:** Before being declared a winner, selected nominees must correctly answer a mathematical skill-testing question.
- **No Purchase Necessary:** No fee or donation is required to enter the Contest.
- **Publicity Release:** By accepting a prize, winners agree to allow MMC to use their name, photo, and nomination story for promotional purposes without additional compensation.

## 7. Limitation of Liability

MMC is not responsible for lost, late, incomplete, or misdirected entries. MMC reserves the right to modify, suspend, or cancel the Contest in the event of unforeseen circumstances. We also reserve the right to hold back digital certificates that, at our sole discretion, are deemed derogatory, sexist, or outside the spirit of genuinely celebrating and empowering mothers.

# Privacy Policy

## 1. Introduction

Mothers Matter Canada ("MMC") is committed to protecting the privacy of participants in the Because Mothers Matter Awards (BMMAs) 2025. This Privacy Policy outlines how personal information collected during the Contest will be used, stored, and shared.

## 2. Information Collection

MMC collects personal information from nominators and nominees through the Nomination Form. This includes:

- Names of the Nominator and Nominee
- Email addresses of the nominator and nominee
- Phone numbers
- Photographs (optional)
- Nomination statements (optional)
- First Names and ages of children (optional)
- Stories of mothers (optional)

## 3. Use of Information

The personal information collected will be used for:

- Administering the Contest
- Notifying nominees and winners
- Sending certificates and prizes
- BMMA follow-up communications from Mothers Matter Canada
- Mothers Matter Canada News and Campaigns (there is an option to unsubscribe at any time)

## 4. Disclosure of Information

MMC will not sell, trade, or otherwise transfer your personal information to outside parties without your consent, except as required by law.

## 5. Data Storage

Personal information will be stored securely and will only be accessible to authorized personnel involved in the Contest and in email communications.

## 6. Consent

By participating in the Contest, nominators and nominees consent to collecting and using their personal information as this Privacy Policy outlines.

## **7. Changes to the Privacy Policy**

MMC reserves the right to modify this Privacy Policy. Participants will be notified of any significant changes.

## **8. Contact Information**

For questions regarding this Privacy Policy or the Contest, please contact Mothers Matter Canada at [info@mothersmatter.ca](mailto:info@mothersmatter.ca)

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This document ensures compliance with Canadian contest regulations, including "no purchase necessary" provisions, skill-testing questions, privacy considerations, and provincial requirements.