

**Oracle Awards Program**  
**Oracle Markie Awards**  
OFFICIAL RULES — STANDARD

By participating in this Oracle Awards program as a Nominee or Nominating Party, you agree to comply with all the terms and conditions below. If you do not agree with all of these terms and conditions or the terms contained within the nomination form, do not participate in this awards program and do not submit a nomination form.

### **AWARDS DESCRIPTION**

The Oracle Markie Awards are to recognize the customer experience (CX) innovation and excellence in advertising, marketing, sales, service, and ecommerce achieved by an Oracle CX customer and partner company/organization.

### **AWARDS PERIOD**

All times are Pacific Time based on the time zone set in the electronic system used to process and time stamp Oracle Awards submissions. The Awards Period is June 14, 2023 to September 30, 2023 and is comprised of 3 periods:

- The **Nomination Period** begins on June 14, 2023, 12:00 a.m. and ends on Jul 26, 2023, 11:59 p.m.
- The **Judging Period** opens July 31, 2023, 12:00 a.m. and closes on Aug 4, 2023, 11:59 p.m.
- **Winners will be announced** in September, 2023
- To view the winners' names, go to <https://www.oracle.com/cx/markie-awards/> on or about September 15, 2023. A link to the results will be provided on the main index page. The Winner List will be available for a period of at least ninety (90) days thereafter.

**IMPORTANT NOTICE:** Each Nominee or Nominating Party is responsible for determining the corresponding time zone in their respective geographical location.

### **ELIGIBILITY OF NOMINATING PARTIES AND NOMINEES**

Candidates may be submitted by self-nomination or nomination by other parties (customers, partners, Oracle employees, etc.) via the official nomination form. All submissions must meet the following criteria:

- Nominations must be submitted by the deadlines as listed above. Late submissions are automatically disqualified;
- These Oracle Awards are open to either individuals or entities/organizations as indicated in the specific criteria for each award listed below and under Award Categories and Selection of Winners;
- Awards criteria: Nominations will be judged based on how closely they align to the description of the award category selected by the submitter, the completeness of the information, and the quality of the responses;
- Each individual or entity/organization must meet criteria of the specified award in addition to all of the following criteria:
  - No individual may be nominated, become a finalist for an individual award, be highlighted or be designated to accept an award on behalf of an organization, if they are not **18 years or older**;
  - Oracle customers, partners, or community members must be **in good standing with Oracle** at the time of submission and announcement of finalists/winners;
  - **Residents of the following are not eligible to participate as Nominees:** any country or region under US trade restriction or embargo, currently **Cuba, Iran, North Korea, Syria, the Crimea region, and all Russian controlled areas of Ukraine**. While not under U.S. embargo, Oracle has a corporate policy of not transacting with Belarus, Russia, and Venezuela;
  - Persons in any of the following categories are **not eligible to participate as Nominees:**
    - a) **employees or agents of Oracle (Sponsor) and** its parent, affiliate and subsidiary companies (collectively the “Sponsor”), or of the Sponsor's participating advertising and promotion agencies, and prize suppliers;

- b) **immediate family members** (defined as parents, children, siblings and spouse, regardless of where they reside) and/or those living in the same household as any person in (a) above;
- c) expert panelists or judges for the selection of the Awards finalists/winners
- d) **competitor** to Oracle in the product or area of the related title;
- e) employees of any company that has a **policy against and/or legally prohibits participation** in awards or the awarding of a prize/award/benefit to an employee; and
- f) **employees, officers, or officials of any public sector entity**, located in the Latin America region including, but not limited to, any person acting in an official capacity for or on behalf of any national, state, provincial or local government, or any department or agency thereof.

## NOMINATION PROCESS

To nominate a candidate (a "Nominee"), including yourself, the Nominee or Nominating Party must go to <https://www.oracle.com/cx/markie-awards/> ("Website") and fill out a nomination form for an award. Enter Nominee's name and nomination details, complete the form, and agree to the terms and conditions. As part of the nomination, you may elect to provide a short article that provides a detailed description or case study of the Nominee's accomplishments.

Alternative methods of nomination are not accepted. Incomplete nominations will not be considered. Nominations submitted after the deadline will not be considered.

Each submission, including any article, case study or other supplemental material, will be considered one Nomination. Nominations, including case studies or articles, **must be in English**. You may submit multiple Nominations in multiple categories for separate individuals or stories/projects. Subject to all of the other terms in these Official Rules, you may receive assistance from others in developing your Nominations. Nominations may not contain:

- Proprietary, confidential, or sensitive information (including details such as dollar value of deal, proprietary or sensitive details of customer's configuration or business issues they are trying to solve if publicly shared may cause negative business impact, etc.) when answering the questions related to the project, solution, or effort of the nominee.
- Trade secrets or other information that is inappropriate to share with the general public.
- Copyrighted materials (whether registered or unregistered) that are owned by third-parties, without permission from the copyright owner(s).
- Trademarks owned by parties other than the Sponsor or the Nominee or Nominating Party submitting the Nomination (whether registered or unregistered), without permission of the trademark owner(s)).
- Information that defames, misrepresents or contains disparaging remarks about the Sponsor, Sponsor's products, and any person, company or product.
- Messages or images inconsistent with the Sponsor's brand and company.

## AWARD CATEGORIES AND SELECTION OF WINNERS

After Nomination period closes, the submissions will be reviewed for eligibility and completion aligning with instructions on the Nomination form and the eligibility requirements in these rules.

A panel of judges for each category selected by the Sponsor will review all qualifying Nominations.

Criteria used by the panel judges to determine the finalists is based on the eligibility criteria for the award as defined in this document, is not limited to usage of Oracle products and other important factors including the alignment of the customer story to the award categories and their descriptions as outlined below.

The Oracle Markie Awards recognize contributions in 6 categories:

### 1. The Visionary Award for Innovation and Perseverance across CX programs

Visionaries are adept at planning and strategizing for the future with imagination and wisdom. Are you taking customer experience beyond transactional excellence and elevating it to new heights? If you've built a CX that's

in a league of its own, we want to know about it. To qualify for this category, the nominated customer must use at least one solution from the Oracle CX suite.

## **2.The Strategist Award for the Best Use of Customer Data**

Strategists are skilled in planning actions and tactics to drive superior results. If you're turning data into ROI, we want to hear all about it. To qualify for this category, the nominated customer has used at least one solution from the Oracle CX suite.

## **3.The Connector Award for the Best Use of Ecosystem or Cross-Departmental Solution**

Connectors know how to bring together multiple solutions, entities, and organizations to deliver greatness. This award will recognize the customer that has connected at least one solution from the Oracle CX suite to a CRM, third-party app, or API integration to create a healthy ecosystem that manages and nurtures lasting customer relationships.

## **4.The Builder Award for Best Global CX Program**

Builders know no boundaries; they have the skills to create and nurture diverse relationships across cultures. Crafting a marketing message for audiences across multiple regions and borders takes greatness. If that's you or your team, we want to hear the how, where, and why. To qualify for this category, the nominated customer must use at least one solution from the Oracle CX suite.

## **5.The Orchestrator Award for Best Demonstrated ROI**

The orchestrator is a clever arranger and composer of a truly outstanding campaign that generates revenue via savvy use of analytics and insights. If you're using Oracle to spin data into prestigious returns, let us know how. To qualify for this category, the nominated customer must use at least one solution from the Oracle CX suite.

## **6.The Originator Award for Best Lead Management**

The originator knows that prosperity begins with effective lead generation. If your lead management program has nurtured great prospects, delivered prestigious results, and deepened the bond between marketing and sales, tell us how. To qualify for this category, the nominated customer must use Oracle Eloqua Marketing Automation.

Potential finalists/winners will be confidentially informed according to the Award Period noted above. Winners will be announced according to the Award Period schedule noted above.

When the Sponsor notifies potential finalists/winner(s), each potential finalist/winner will be required to sign a legal affidavit of eligibility to receive the award and release forms granting permission for the Sponsor to announce the finalist/winner and reference finalist/winner as a customer of the Sponsor in Sponsor's marketing materials. A Nominee will not be announced as an award finalist/winner without successful completion of the affidavit and release forms. If the Sponsor is unable to reach a potential finalist/winner, or if the affidavit and release forms are not properly completed and returned to the Sponsor by the date requested, or if an award notification is returned as undeliverable, or if a potential finalist/winner is found not to have complied with these Official Rules in any way, the award will be forfeited and an alternate winner will be selected. Potential finalist/winner(s) will be given a deadline to respond and return the completed affidavit and release forms.

All decisions by Oracle are final. Oracle reserves the right to modify or terminate the Oracle Awards promotion at any time and at its sole discretion.

### **AWARDS WINNER BENEFITS**

Each of the category winners are based on the criteria noted in the Selection of Winners section above. **Prizes are non-monetary benefits, as recognition is the basis of the awards.** Winner benefits are the following:

1. Award trophy

2. Published announcements of each winner on Oracle.com, Oracle's social hubs and related Oracle communities, and at any Oracle event whether the awards are announced virtually or in person.
3. Featured case study on Oracle.com; articles; press releases; blogs;etc.,

Winners are responsible for any other expenses relating to the acceptance and use of prizes. Oracle has the option, at its sole discretion, of substituting a benefit if for any reason a benefit becomes unavailable, including scheduling or availability. Benefits cannot be transferred, substituted, or redeemed for cash value.

Awards and benefits will not be provided if a sufficient number of eligible Nominations are not received, but in no event will the Sponsor award more benefits than are provided for in these Official Rules.

### **RELEASE/DISCLAIMER OF LIABILITY**

To the maximum extent permitted by law, by participating, nominees, nominating parties, finalists, potential winners and winners ("releasing parties") waive any right to claim ambiguity in the rules, and release, indemnify and hold harmless, and agree to keep indemnified and held harmless, the sponsor and its affiliates and subsidiaries, and each of their respective agents, representatives, officers, directors, shareholders and employees (collectively, "released parties") at all times from and against any injuries, losses, damages, claims, actions, demands, costs or expenses or any liability of any kind (a) resulting from or arising from participation in the awards or acceptance, possession, use, misuse or nonuse of prize(s)/benefits that may be awarded; or (b) for or in respect of which released parties will or may become liable by reason of or related or incidental to any act, default, omission, breach or non-observance, whether negligent or otherwise, by a releasing party under these official rules.

### **DATA PRIVACY**

For the purposes of running Oracle Awards, we collect, use, disclose, transfer, process, and store personal data of both the Nominating Party and the Nominee needed to conduct award nominations, judge submissions, contact nominees to review stories, award, publicize finalists/winners and related activities. Oracle does not ask for any sensitive personal data or confidential information. Oracle will process personal information of Nominating Party and Nominees in accordance with the Oracle General Privacy Policy (<https://www.oracle.com/legal/privacy/privacy-policy.html>). The Sponsor may use and share a Nominee or Nominating Party's personal data with third parties to the extent necessary to fulfill its obligation to administer and sponsor the awards.

### **SEVERABILITY**

If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

**SPONSOR:** Oracle America, Inc., 2300 Oracle Way, Austin, Texas, 78710, United States

Oracle reserves the right to cancel or modify the terms of this Oracle Awards program if fraud, technical failures or any other factor beyond Oracle's control impairs the integrity of this program, as determined by Oracle in its sole discretion. Oracle reserves the right in its sole discretion to disqualify any individual it believes has tampered with the entry or selection process or has acted in violation of these Official Rules. Any attempt by any person to deliberately damage or undermine the legitimate operation of this Oracle Awards program may be a violation of criminal and civil law, and, should such an attempt be made, Oracle reserves the right to seek damages from any such person to the fullest extent permitted by law. Oracle's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Any attempts by an individual to access any web site associated with this Oracle Awards program via a bot script or other brute force attack or any other unauthorized means will result in the IP address becoming ineligible. Use of automated entry devices or programs is prohibited.