

Promotion Rules & Guidelines For The “Simple Video Pro Marketing Suite” Giveaways (Updated 7/29/2014)

This promotional giveaway for the Simple Video PRO Marketing Suite is adhered by the following guidelines and rules governed by Red Zebra Media Inc. hereinafter referred to as RZMI, who is wholly responsible for running this online promotional giveaway.

While and (if) using the Facebook infrastructure or any other third party entrant, registrant, contestant, or webinar attendees management system, or 3rd Party Client Management System, (Herein after referred to as “3PCMS”) this promotion is by no way in any shape or form sponsored, endorsed or administered by, or associated with any or all parties deemed “3PCMS” unless specifically stated within these pages. Under the Facebook guidelines last revised on July 14, 2014, RZMI. and its staff reserved the right to administer any changes to this promotional giveaway guidelines and rules according to applicable federal law and FTC regulations, and updates to the platform wherein this promotion is being held. (i.e. Facebook and any other applicable websites and/or media).

Furthermore, any data that collect from our participants into our online promotional giveaways from within the Facebook infrastructure (such as participant names, email addresses and other corresponding and relevant data) has been collected via our own means, and NOT for Facebook’s marketing endeavours. (i.e. RZMI. is collecting user data for our own means and not Facebook). RZMI. also complies that we are collecting the above-mentioned data from all participants via means of an autoresponder system and through the ZoSocial App software and potentially other same or similar promotion management systems HEREIN AFTER REFERRED TO AS (P.M.S.) The Zosocial Facebook App also complies with the Facebook Platform Policies which can be found [here](#).

For full disclosure of what user data RZMI. collects from participants please see “*Section 8: Use of marketing data/collected via RZMI. online promotions*”.

Further to Facebook guidelines, we at RZMI. abide to the following:

Required by state and federal law under which this promotional giveaway is being held in the United States of America, each participant can access this document as readily as they may and it will be freely available to view and digest as long as the promotional giveaway campaigns for the Simple Video PRO Marketing Suite and the other products listed under “The Prizes” below are being held. If under any circumstances this document page is not accessible to all participants due to server failure or being offline, we will ensure that this document will be made available for all participants to be viewable whenever we can, whenever possible to the best of our abilities. In all cases, we reserve the right to change any and all Client Management Systems or other promotion management systems or 3PCMS systems, methods of entry/qualification, contest administration, and winner or prize selection to facilitate the contest or giveaways. Any and all such changes may occur provided we have posted such notice of same, here, on the last *Section 10* of current promotions, within these documents, within 24 hours of said change.

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Furthermore, a participant requesting interest in any of our online promotional giveaways via the means of an opt-in form where RZMI. collects the participant's email address, name and other applicable details (See *Section 8*), the participant may also be automatically enrolled in other promotional giveaway types outlined in *Section 3*.

Section 1: Liability / Disclaimer Releases:

Whilst each participant in this promotional giveaway will be treated fairly and equally throughout this campaign, there is obviously no guarantee that the participant's entry (if valid and meets all requirements) will be the winner. It is up to our discretion how many winners will be selected for each promotional giveaway, and RZMI. reserves the right to refuse participant's entry(s) into the promotional giveaway as they see fit, only if certain requirements dictated by the promotional giveaway rules have not been met, or a participant(s) have deliberately tried to alter the promotional giveaway system to give them an unfair advantage over other participants. These participants who deliberately try and "cheat" will have their entries deemed no longer valid for that particular entry and will be denied all future entries for the lifetime of the promotional giveaway campaigns.

RZMI. is a profitable online business, like any other business requires a customer and user-base in order to run successfully and survive. The sole purposes of this promotional giveaway campaign, is for other consumers to enter the RZMI. sales funnel system as a consumer and expand our brand as much as possible. This promotional giveaway campaign gives our consumer base the opportunity to win one or more of the prizes listed below in "The Prizes" section. The winner will be determined by a variety of different promotional campaign types (outlined here) and these promotional campaign types will be launched as RZMI. sees fit. The purpose of each promotional giveaway campaign type is used to determine which type is more popular, and gains more entries into each promotional giveaway. While each valid participant into each promotional giveaway has an equal chance of winning (subject to the type of promotional giveaway), this method is called "split-testing" and determines which campaign would be more successful for RZMI., and gives us the best business outcome to gain more customers or prospects into our business.

All promotional drawings will be held in the state of California, The United States of America.

Section 2: The Prizes:

The promotional giveaway is giving valid participants the chance to win (however winners that we determine by each campaign) one or more of the prizes listed below. More than one prize may be given per draw. Not every giveaway will have multiple drawings - the prizes given and number of prizes will be at the sole discretion of RZMI and stated at the announcement of the drawing. **RZMI reserves the right to modify the prize list with or without notice - including removal of prizes, addition of prizes and exchange of prizes.** The prizes are as follows:

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- 1) A valid, fully fledged working license, and downloadable copy of Simple Video PRO PLUS Edition v2.1 software (or whatever latest version will be available to the winner at the time of drawing) valued at \$159.00. This prize is issued and delivered by RZMI
- 2) A valid, fully fledged working Personal license, (or whatever latest version will be available to the winner at the time of drawing) and downloadable copy of Camtasia Studio 8 software valued at \$299.00 or Camtasia:Mac at \$99. This prize is issued and delivered by RZMI
- 3) A valid, fully fledged working Personal membership (or whatever latest version will be available to the winner at the time of drawing) to the Camtasia Master Class valued at \$99.00. This prize is issued and delivered by RZMI
- 4) A valid, fully fledged working Personal membership (or whatever latest version will be available to the winner at the time of drawing) to the Video Induction System Platinum valued at \$99.00. This prize is issued and delivered by Simple Video Persuasion, LTD.
- 5) A valid, fully fledged working Personal membership (or whatever latest version will be available to the winner at the time of drawing) to the Xoto Academy valued at \$997. This prize is issued and delivered by Simple Video Persuasion, LTD.
- 6) A valid, fully fledged working Personal license, (or whatever latest version will be available to the winner at the time of drawing) and downloadable copy of VideoMakerFX software valued at \$67.00. This prize is issued and delivered by Webvati Software, LTD.

The combined software entitled the “Simple Video PRO Marketing Suite” has a total retail value of \$458.00 for PC users and \$259 for Mac users - which we currently sell at discounted prices of \$319 and \$249 respectively. This prize is issued and delivered by RZMI

We reserve the right to add prizes to or remove prizes from this section at any time with or without notice. Please refer to this section for the prize listing information. Prizes may be supplied, issued and delivered by third parties. Section 10 “Current Promotions” shall contain the actual prize lists for any promotions not accounted for in this section.

Section 2: a) Certain Prizes

Camtasia Studio 8 is compatible with Windows operating systems and Camtasia:Mac is compatible with Macintosh systems (please see system requirements [here](#)), and the winner will be able to select whether they will receive one or the other, based on their user preference.

RZMI., will ensure that the software won by each valid and selected winner will be made available for the winner(s) after the drawing is announced in a timely fashion, and will ensure that the software will be fully functional, like any normal customer that chooses to purchase the Simple Video PRO Marketing Suite, and any other products affiliated with RZMI. However, due to many unlimited computer configurations in the world, RZMI. does not guarantee that the software will be compatible with the winner(s)' computer configuration, however, like any other product that is affiliated with RZMI., we will offer customer support and will make reasonable efforts to help get the winner up and running with their copy of the Simple Video PRO Marketing Suite if any

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problems arise - but we cannot make any guarantees that we can do so due to the unlimited possible computer configurations and possible software conflicts that can affect the outcome of such efforts.

After the promotional giveaway is over, the winner(s) will be determined at random (except when the winner(s) is determined by a mark of skill - i.e. contest) by a fully automated (P.M.S.) OR Facebook app product called “ZoSocial”.

ZoSocial is an application that fully automates and runs the entire promotional giveaways within the Facebook infrastructure, and enables our staff to determine a winner by chance or skill.

Winners determined by chance are picked completely at random from a valid participant entry list via the (P.M.S.) OR ZoSocial app software, and is not picked by humans.

However, promotional giveaways governed by skill are therefore deemed as contests, and a winner will be determined via our staff who will judge each entry as a measure of skill or other automated measures. The winner will be determined by judges who best meet all requirements of entry into the contest. (For more information on the types of promotions we will be running, please see *Section 3: Types of Online Promotions Being Conducted*)

Each campaign into RZMI.’s promotional giveaway will give valid participants equal chance to win the Simple Video PRO Marketing Suite, governed under the following promotional giveaway campaign types:

Section 3: Types of Online Promotions Being Conducted:

Generally speaking, there are three types of online promotions:

- **Sweepstakes**—Sweepstakes are prize giveaways where the winners are chosen predominantly by chance.
- **Contests**—Contests are promotions in which prizes are awarded primarily on the basis of skill or merit. Entrants in a contest must be evaluated under objective, predetermined criteria by one or more judges who are qualified to apply such criteria.
- **Lotteries**—Lotteries are random drawings for prizes wherein participants have to *pay to play*. A lottery has three elements: prize, chance, and *consideration* (as defined here). Unlike sweepstakes and contests, lotteries are highly regulated and (with the exception of state-run lotteries and authorized raffles) illegal. Further, each state has its own definition regarding what constitutes consideration. Usually, it is money, but it generally also includes anything of value given in exchange for the

opportunity to enter and win, including the entrant's expenditure of considerable time or effort.

Under the Simple Video PRO Marketing Suite promotional giveaways, and the lengths of its total campaigns, RZMI., will only be running two types of promotions: sweepstakes and contests, and reserve the right to determine whether to run each of the promotion types as we see fit.

Section 4: Endorsement Disclosure:

The relationship between RZMI., and all applicable parties involved, including participants and customers of RZMI. that enter the draw to win a copy of the Simple Video PRO Marketing Suite using a specific endorsement of the product at hand to enter the promotional giveaway, are stating that they are in fact motivated to comment, like or share any links on Facebook, by the desire to win a copy of the Simple Video Pro Marketing Suite. This public endorsement of Camtasia Studio 8/Camtasia:Mac and Simple Video PRO may generally not be the public's view of the products involved with this online promotion, and simply may be governed by the participants' desire to win a free copy of the products involved.

This is a disclosure stating the fact that any public endorsements during the promotion of this giveaway, may not be taken as real circumstance and may not come from real experiences that users have generated and commented on. While we at RZMI. stand by our products as industry leaders, any public endorsements during the course of this online promotional giveaway may not be generated from true user experiences.

Section 5: CAN-SPAM Act Disclosure

RZMI. encourage users to promote and virally share our promotion online to other users on Facebook. But due to the nature of sharing, commenting and "liking" material on Facebook, our promotional giveaway campaigns may appear on your friends' "walls" and give our promotion "viral" exposure - further helping our cause.

While this is a great position for our company to be in, we hate spam as much as you do, and inherently, so does Facebook. We will never, ever forcefully encourage participants to enter our competitions by sharing a campaign to the user's "wall" or Facebook page in order to gain entry

into our promotions, and while we choose to abide wholeheartedly with Facebook's guidelines, this behavior is prohibited against Facebook's Terms of Service anyway.

Therefore, all our promotional giveaways grow entirely organic online to gain exposure to other people, and when you enter our promotional giveaways, your friends, and perhaps your friend's friends may see you enter the draw, and therefore may choose to enter the draw themselves.

This gives more exposure to our promotional campaign on Facebook, and thus is part of the "viral" nature of Facebook.

However, RZMI. will not involve participants, into forcefully sharing content on Facebook to gain a desired result, such behaviour is deemed as "spammy" to both users online, and Facebook itself.

We only participant in the general nature of social media and how campaigns and posts can go viral through natural promotion via popularity, and as such RZMI. is a reputable company and therefore, respects users rights and regulations - especially when it comes to using third party websites such as Facebook, YouTube and other popular social media platforms.

Further information on Facebook's guidelines can be found here:

https://www.facebook.com/page_guidelines.php#promotionsguidelines

Participants can choose to opt-out of the online promotion at any time. This is done via unsubscribing from our email list, (using the unsubscribe link at the footer of our emails) and unliking our Facebook fan page. The participant will then receive no further correspondence regarding the online promotion, but of course, may re-enter if they choose to at a future date by the same process that they originally signed up with. This also applies to any future promotions that participants who previously opted-out from may choose to enter.

Section 6: Participant Rules:

RZMI. reserves the right to delete entries that are deemed inappropriate, offensive, violate copyright laws, or defames any people or celebrities named. Furthermore, using offensive language and disrupting the lives of other participants or people in an offensive manner, which includes but not limiting to: sexual discrimination, racism, bullying or any other forms of

harassment, will have their entries into the promotional giveaway permanently removed and their Facebook account blocked from the applicable Facebook fan page and other RZMI. properties.

RZMI. encourages user interaction during these online promotions, and would like to keep these online promotions as a fun and entertaining experience for all parties involved. Any participant or persons who violates these terms will be promptly removed from the experience altogether.

Section 6: a) Promotion Deadlines and Winners' List

All closing dates for promotions and drawing times will be pre-determined prior to posting the promotion online, and under some circumstances, closing dates for sweepstakes promotions and drawings may be extended depending on popularity and requests - but this may be rare. All promotion and drawing dates and times will be clearly outlined in UTC date and time. For example, a promotion may end at 4PM UTC on 12/23/2015, and will clearly be outlined in the post where the promotion is being made.

A list of winners will be readily available online after drawing is announced. All people that choose to participant in this drawing, hereby agree that we have full disclosure and permission to publicly display your name on the winners' list (if you are lucky enough to win) at the following URL:

<http://simplevideopro.com/winners/>

If you DO NOT agree to this disclosure - please do not enter this promotion. All participants who do NOT win the giveaway, will not have their names displayed to the public on the above mentioned URL.

If these types of promotional giveaways are prohibited by law in your state or country, then obviously you will be void from being an applicable entry and winner into the promotion. That being said, we will try with our due best intentions to only invite valid applicable users to participate in the online promotions.

Section 6: b) Sweepstakes:

We will be running various online sweepstakes promotions online for a chance to win our prizes. The first sweepstake type will be ran during our webinars that we continue to hold in the foreseeable future.

During the call, a winner will be picked at random by one of the panelists from the list of available attendees. The winner will then be notified on the call, and then the available prizes will be made available to them via a URL link pasted to the attendees private inbox on the webinar, or private email - whichever is more convenient.

The second type of sweepstakes promotion is run via the ZoSocial app within the Facebook platform:

Participants will enter a sweepstake by requirements outlined on the Facebook post. After the participant has made a valid entry, the winner(s) will be determined via random from the ZoSocial app by computer.

A valid Sweepstake entry will only be determined and must be met by the following:

1. The participant must have either liked or commented on the promotional post on Facebook, or both. (Determined by campaign requirements that RZMI. provides on the competition post on Facebook).
2. The participant must have signed up to enter the competition via our entry page submission form. The participant must also click the confirmation link sent to their email box to qualify.
3. Due to features we set in the ZoSocial app platform, only one valid email address and entry per participant.
4. The participant must be at least 18 years of age.
5. The participant can enter from any geographic location in the world except Quebec.
6. Participants must enter before the end of the promotion deadline in order to gain a valid entry, or any entries who enter past the specified promotional giveaway date and time will be omitted from the sweepstakes and not considered a valid entry. The deadline of the promotion will be clearly visible in the promotional post on Facebook.

Section 6 c): Contest:

Contest promotions will be determined by the following types of campaigns:

Section 6: c. i) Caption

In this promotional giveaway type, the winner(s) will be determined by a mark of skill based on how many “likes” the participant’s comment receives. For example, the competition entry requirements might ask: “In 25 words or less, tell us why you would like to win a copy of The Simple Video PRO Marketing Suite?” Therefore, ZoSocial will automatically determine the winner(s) by the competition entry deadline by the comment with the most amount of “likes” it receives. This type of promotion encourages participants to be creative in their response to gain more “likes” on their response.

This type of promotional giveaway is governed by the following rules:

1. The participant must have commented on the promotional post on Facebook, with their answer. (Determined by campaign requirements that RZMI. provides on the competition post on Facebook).
 - a. Some giveaways are based on webinar attendance. Webinar based contests require that the participant register for the required webinar with a valid name and email address and also ATTEND the webinar. Email addresses and IP addresses are logged for all webinar registrants and such information is used to determine if a participant has attended the webinar.
2. The participant must have signed up to enter the competition via our entry page submission form. The participant must also click the confirmation link sent to their email box to qualify.
3. Due to features set in the ZoSocial app platform, only one valid email address and entry per participant.
4. The participant must be at least 18 years of age.
5. The participant can enter from any geographic location in the world except Quebec.
6. Participants must enter before the end of the promotion deadline in order to gain a valid entry, or any entries who enter past the specified promotional giveaway date and time will be omitted from the contest and not considered a valid entry. The deadline of the promotion will be clearly visible in the promotional post on Facebook.

Section 6: c. ii) Trivia

There will be two types of Trivia promotions being ran:

Section 6: c. iii) Zosocial Trivia Promotion:

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In this promotional giveaway, the winner(s) will be determined by a mark of skill based on if they answer a trivia question correctly. The answer to the trivia question is pre-determined inside the admin section of the ZoSocial app, and the answers to the question with that pre-determined tag will be a qualified winner. For example, if we asked a question “What color is the sky?” and the pre-determined tag for the answer was “blue”, then every comment to the post with the pre-determined content of “blue” in it, would be a qualified winner. Therefore, if a participant answers with just “blue” and another answers with “The color of the sky is blue”, then both participants would be qualified winners, because both answer comments contain the pre-determined tag “blue” to the trivia question. Then all the valid entries into the competition who have answered the correct answer to the trivia question, will then go into a drawing where the winner(s) will be determined at random by computer. All other entries who did not enter the correct trivia question, will be discarded. Participants can comment as much as they want, however only their first comment will be entered into the draw - all other comments will not be included.

The participants must adhere to the following rules for their entry to be valid:

1. The participant must have commented on the promotional post on Facebook, with their answer. (Determined by campaign requirements that RZMI. provides on the competition post on Facebook).
 - a. Some giveaways are based on webinar attendance. Webinar based contests require that the participant register for the required webinar with a valid name and email address and also ATTEND the webinar. Email addresses and IP addresses are logged for all webinar registrants and such information is used to determine if a participant has attended the webinar.
2. The participant must have signed up to enter the competition via our entry page submission form. The participant must also click the confirmation link sent to their email box to qualify.
3. Due to features set in the ZoSocial app platform, only one valid email address and entry per participant.
4. The participant must be at least 18 years of age.
5. The participant can enter from any geographic location in the world except Quebec.
6. Participants must enter before the end of the promotion deadline in order to gain a valid entry, or any entries who enter past the specified promotional giveaway date and time will

be omitted from the contest and not considered a valid entry. The deadline of the promotion will be clearly visible in the promotional post on Facebook.

Section 6: c. iv) Webinar Attendance Contest Promotion:

Some promotional giveaways are based on webinar attendance. Webinar based contests require that the participant register for the required webinar with a valid name and email address and also ATTEND the webinar. Email addresses and IP addresses are logged for all webinar registrants and such information is used to determine if a participant has attended the webinar.

A valid Trivia Contest entry will only be determined and must be met by the following:

1. The participant must have signed up to enter via our double optin webinar submission form. The participant must also click the confirmation link sent to their email box to qualify.
2. The participant must have watched a review and tour video of Simple Video PRO that will be made available to them when they sign up to the webinar.
3. The participant must attend the webinar for a qualified entry
4. The participant must be at least 18 years of age.
5. The participant can enter from any geographic location in the world except Quebec.
6. A participant will be picked by random on the webinar call (by computer), and then required to answer two specific questions related to the review and tour video of Simple Video PRO. The platform of which the questions and answers will be relayed between the participant and the webinar panel may be made over a personal call Skype call, email or telephone. It is up to the participant to disclose. The participant is then required to answer the questions within a 24 hour timeframe. If they do not answer within that specific time frame, another participant will be drawn at random by computer to answer the questions from the list of webinar attendees, until a correct answer is given. The participant who answers the correct answers to the questions will be then eligible to win a variety of video marketing tools that they can win outlined in *Section 2: The Prizes*.

Section 6: c. v) Video Contest

In this promotional giveaway, the winner will be determined by a mark of skill based on the best commercial “mock up” they can create promoting Simple Video PRO. The participant must upload their Simple Video PRO “commercial” to YouTube (please read YouTube community guidelines [here](#)) and then post it as a comment on the promotional giveaway post on Facebook. The winner(s) will be determined by staff from RZMI. who will judge each applicable entry, of

which the participant who creates the best video using any software of their choice will win the prize, determined by our judges.

Participants must submit their entry by the specific timeframe outlined in the post to gain a valid entry into the contest. Videos only uploaded to YouTube will be considered an entry, and the process to upload their video to the YouTube website and any other processes required to upload the video, is governed by YouTube and their properties.

RZMI. takes no responsibility for the properties of participants' videos and the troubleshooting that may be required to undertake this task for a valid entry.

The following participant rules must be abided by for a valid entry into the promotion:

1. The participant must have commented on the promotional post on Facebook, with their video. (Determined by campaign requirements that RZMI. provides on the competition post on Facebook). The shared YouTube link of their uploaded video must be publicly accessible for judging purposes and RZMI. takes no responsibility for videos that are not viewable to the public. Therefore, if the video is not publically accessible, then the entry cannot be judged and then will be omitted from the applicable contest entries and voided from the competition. However, to be fair, the participant will be duly notified if this is the case.
 - a. Some giveaways are based on webinar attendance. Webinar based contests require that the participant register for the required webinar with a valid name and email address and also ATTEND the webinar. Email addresses and IP addresses are logged for all webinar registrants and such information is used to determine if a participant has attended the webinar.
2. The participant must have signed up to enter the competition via our entry page submission form. The participant must also click the confirmation link sent to their email box to qualify.
3. Due to features set in the ZoSocial app platform, only one valid email address, but multiple entries per participant will be allowed.
4. The participant must be at least 18 years of age.
5. The participant can enter from any geographic location in the world except Quebec.
6. Participants must enter before the end of the promotion deadline in order to gain a valid entry, or any entries who enter past the specified promotional giveaway date and time will

be omitted from the sweepstakes and not considered a valid entry. The deadline of the promotion will be clearly visible in the promotional post on Facebook.

7. The video entry must not contain any third party logos, music, imagery or video footage copyrighted via a third party outside of the video creator's ownership for a valid entry. For example, a food niche video that contains a McDonald's logo will be omitted from the valid entries, and that entry will not be judged and the participant will not be eligible to win the prize with that entry. (RZMI. is not in any shape or form affiliated with McDonald's restaurants and this is purely just a blatant example of copyright infringement.)
8. Video entries must be truthful to qualify.
9. Participants' who submit videos that are deemed as entered into our online video contests, AGREE that we may readily use the participant's video entry property at no cost to RZMI. in our online marketing efforts and any future promotional material from the time that the video is published online and submitted as a valid entry into the online contest. All video entries to the video contests are considered property of RZMI. and are deemed to include artist and actor releases. Participants agree that by entering into the video contests they release RZMI. from any claims to copyright material from participant. Participants also agree to save harmless RZMI., from any damages or litigious acts brought against RZMI. as a result of any claims of copyright infringement levied as a result

Section 6: c. iv) Judging Criteria

The following judging criteria on the "SVP Commercial Creation Promotion" participants' videos will be scrutinized via the following components below. Each individual entry will be judged fairly with a mark out of 10 for each individual component, giving a maximum possible score of 100:

- Originality score.

The more original the video the better, and will thus lead to a higher score for this component.

- Concept

Concepts that are deemed more creative for the entry will yield a higher score for this component.

- Script

Scripts that are more inventive, original, engaging, and exciting will yield a higher score for this component.

- Quality

Entries that are of a high standard and produced with high quality will yield a higher score for this component.

- Product Knowledge

Entries that have a higher product knowledge of Simple Video PRO and display this detail will yield a higher score for this component.

- Sound

Entries that contain high quality music, voice, sound effects, etc. will yield a higher score for this component.

- Visuals

Entries that contain a good variety of visuals that are engaging and appealing, etc. will yield a higher score for this component.

- Detail

Entries that have a higher attention to detail will yield a higher score for this component.

- Producer / Editing

Entries that have been edited and mastered in a higher professional manner will yield a higher score for this component.

- Audience appeal

Entries that have an appeal that pleases a wider audience will yield a higher score for this component.

Random, surprise, or ad hoc video contests will also be announced from time to time. Such contests may be judged by persons appointed by RZMI., provided the judging criteria is explained on both Section 10 below, and the relevant contest page on simplevideopro.com.

Section 7: Odds of Winning

The odds of winning a “sweepstakes promotional giveaway” are quantifiable, random giveaways are not. We reserve the right to randomly select people to receive a FREE giveaway product at any time (and we plan to exercise that right!)

The odds of winning a “sweepstakes promotional giveaway” conducted by RZMI., will be equally determined by how many participants choose to enter the draw vs how many prize packs we choose to give away. For example, if we expose the promotion to many thousands of people and thousands of people sign up, the chance of winning the sweepstakes draw will be directly proportional to how many people enter vs. how many prize packs we choose to give away per promotion. Hence, if 2,000 people enter the draw and there is 1 prize pack to give away, then the odds of winning will be 2000:1. These guidelines are subject to change to due promotion availability and how many prize packs we choose to giveaway per promotional type. While it will be impossible to gauge the odds of winning with 100% accuracy, (given the more people will sign up on a daily basis prior to the promotional entry closing date) because we are conducting our advertising for the entire length of the promotion so we can get as many people as possible to sign up as participants. The number of entries could vary from a few hundred, to into the thousands, and is subject to promotional availability and the length of time that the promotion window is open for.

Furthermore, promotion types governed by a mark of skill, (i.e. the caption, trivia and YouTube video promotional types) may have a higher chance of winning the promotion if the user puts much time, effort, intelligence and consideration into their entry. As a general rule, the more popular that they make their entry to appeal to a wider audience, the greater chance they have of winning. Emotional triggers that engage the user base (including but not limited to) humour, shock or sadness, may invoke an emotional response from other participants and in return favor their entry by supporting it in the response of a “like” or “comment” which may in turn increase their chance of winning the prize.

This is also apparent in the video creation promotional type, where an excellent entry will harbor a higher chance of winning over other competitors. Therefore as a guideline, a participant that has taken a considerable amount of time and effort into their entry has a higher chance of winning over a participant that did not take as much care of creativity for their entry.

Section 7: a) Purchasing Simple Video PRO to increase chances of winning

There is absolutely no purchase required in order to gain entry into any of our promotions, nor will purchasing the product at hand or any other products affiliated by RZMI., assist the entry participant into gaining a bigger advantage of winning a promotion. Furthermore, any participant that has previously purchased Simple Video PRO or Camtasia Studio 8 does not have any better chance at winning a promotion over anyone else who participates and has not purchased the above said products.

You may also enter by completing the form linked below and specifying the name of the current contest you are entering in the form. The contest must be active at the time of entry in order to qualify (please see section 10 for past and current promotions):

<https://simplevideopro.com/contest-entry/>

Section 7: b) YouTube guidelines

RZMI. adheres to the following YouTube guidelines with their media promotions:

- YouTube allows only games of skill for online promotions.

All RZMI. promotions that include YouTube have been outlined in Section 6: c. v) Video Contest

Extensive guidelines for prize promotions, including:

- Winner must be determined by a set of clear judging criteria

Each YouTube video entry will be judged fairly by a clear set of judging criteria. (outlined in Section 6: c. iv) Judging Criteria)

- Must be free to enter

There is absolutely no charge to enter any of RZMI.'s online promotional giveaways.

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- Cannot use YouTube channel functions, such as video likes or view counts, to conduct the contest.

Each applicable YouTube video promotion will be conducted off-site from YouTube and therefore apart from each participant uploading and sharing their entry video via YouTube, no YouTube channel functions will be used.

- Contests may be open only to persons 18+ or the age of the majority where conducted, if age of majority is over 18.

All participants will be have a minimum age requirement of 18 years to enter any of our promotions.

- Any data collected from entrants may be used only for contest administration and cannot be re-used for marketing purposes (even if the user has expressly opted-in to that use)

All contest participant entry data will be collected outside the infrastructure of YouTube. i.e. when a contest participant opts-in to our autoresponder (email list) this will be from ZoSocial - not YouTube. That being said, any video properties that have been created on the YouTube platform for entries into the contest will not be re-used for marketing purposes to promote RZMI., however the final selected winning video may be publicly displayed as a winner of the competition to the public.

- Sponsor must not ask users to give all rights for, or transfer the ownership of, their entry to the sponsor.

RZMI. will not ask permission for the complete rights of the user's entry, however we will ask permission from the user to share their video on our website to publicly display the winning video to our audience. This video however, will not be re-used for marketing purposes.

RZMI., also encourages YouTube users to adhere to the full YouTube user-end guidelines which can be found here: https://www.youtube.com/t/community_guidelines and highly recommends that participants follow these guidelines before creating their videos. Any video that breaches these guidelines, will not be included as an applicable entry. Hence, be omitted from the applicable entry list and will not be entered into the prize draw.

Section 8: Use of marketing data/collected via RZMI. online promotions:

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Taken from the following Simple Video PRO website URL:

<http://simplevideopro.com/privacy-statement/>

INFORMATION WE COLLECT AND HOW WE USE IT

RZMI & Simple Video PRO collects certain information from and about its users three ways: directly from our Web Server logs, the user, and with Cookies.

1. Web Server Logs.

When you visit our Website, we may track information to administer the site and analyze its usage. Examples of information we may track include:

- Your Internet protocol address.
- The kind of browser or computer you use.
- Number of links you click within the site.
- State or country from which you accessed the site.
- Date and time of your visit.
- Name of your Internet service provider.
- Web page you linked to our site from.
- Pages you viewed on the site.

2. Use of Cookies

RZMI & Simple Video PRO may use cookies to personalize or enhance your user experience. A cookie is a small text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a Web Server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. For example, if you personalize a web page, or navigate within a site, a cookie helps the site to recall your specific information on subsequent visits. Hence, this simplifies the process of delivering relevant content and eases site navigation by providing and saving your preferences and login information as well as providing personalized functionality.

RZMI & Simple Video PRO reserves the right to share aggregated site statistics with partner companies, but does not allow other companies to place cookies on our website unless there is a temporary, overriding customer value (such as merging into ww.RZMInc.com a site that relies on third-party cookies).

RZMI. also uses cookies for retargeting purposes. For example, if you click on one of advertisements, or visit our sites, your web browser may be “cookieed” and then you may be

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displayed an advertisement to our own of our products or promotions on another website, such as Facebook, Google or other affiliated websites through the ad networks that we use.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. If you reject cookies by changing your browser settings then be aware that this may disable some of the functionality on our Website.

3. Personal Information Uses

Visitors to our website can register to purchase services. When you register, we will request some personal information such as name, address, email, telephone number or facsimile number, account number and other relevant information. If you are purchasing a service, we will request financial information. Any financial information we collect is used only to bill you for the services you purchased. If you purchase by credit card, this information may be forwarded to your credit card provider. For other types of registrations, we will ask for the relevant information. You may also be asked to disclose personal information to us so that we can provide assistance and information to you. For example, such data may be warranted in order to provide online technical support and troubleshooting.

We will not disclose personally identifiable information we collect from you to third parties without your permission except to the extent necessary including:

- To fulfill your service requests for services.
- To protect ourselves from liability,
- To respond to legal process or comply with law, or
- In connection with a merger, acquisition, or liquidation of the company.

4. Use of Web Beacons or GIF Files

www.SimpleVideoPRO.com Web pages may contain electronic images known as Web beacons – sometimes also called single-pixel gifs – that allow RZMI & SimpleVideoPro.com to count users who have visited those pages and to deliver co-branded services. RZMI & Simple Video PRO may include Web beacons in promotional e-mail messages or newsletters in order to determine whether messages have been opened and acted upon.

Some of these Web beacons may be placed by third party service providers to help determine the effectiveness of our advertising campaigns or email communications. These Web beacons may be used by these service providers to place a persistent cookie on your computer. This allows the service provider to recognize your computer each time you visit certain pages or

emails and compile anonymous information in relation to those page views, which in turn enables us and our service providers to learn which advertisements and emails bring you to our website and how you use the site. This process is also used for advertising retargeting. Wherein a user may browse our web properties and be “cookied” with tracking data that enables us to retarget the user for future advertising. These ads will be displayed on various websites within the ad network we choose to use. RZMI & SimpleVideoPro.com prohibits Web beacons from being used to collect or access your personal information.

5. Accessing Web Account Information

We will provide you with the means to ensure that personally identifiable information in your web account file is correct and current. You may review this information by contacting us by sending an email to our support department at support[at]simplevideopro.com.

6. Changes to this Statement

RZMI & Simple Video PRO has the discretion to occasionally update this privacy statement. When we do, we will also revise the “updated” date at the top of this page. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. Your continued use of the service constitutes your agreement to this privacy statement and any updates.

7. Contacting Us

If you have questions regarding our Privacy Statement, its implementation, failure to adhere to this Privacy Statement and/or our general practices, please contact us at support[at]simplevideopro.com

RZMI & Simple Video PRO will use commercially reasonable efforts to promptly respond and resolve any problem or question.

Section 9: License Regulations Administered by RZMI.

RZMI. owns and/or licenses all the property and rights of Simple Video PRO products and licensing information. RZMI. has a licensing agreement with Nicholas LaPolla regarding Simple Video Pro and FanBuzz. RZMI. has a licensing agreement with Techsmith Corporation regarding Camtasia Studio 8 and Camtasia:Mac Personal licenses.

All support questions regarding Simple Video PRO and its products can be directed to:
support@simplevideopro.com

Section 10: Current Promotions

Video Marketing Software Contest & Giveaway!

\$5,114 Total In Prizes & Live Giveaways!

1st Place Prize - Simple Video Pro PLUS & VMS Camtasia Bundle + VideoMakerFX

2nd Place Prize - Simple Video Pro PLUS & VMS Camtasia Bundle

3rd Place Prize - Camtasia Studio 8

4th Place Prize - Simple Video Pro PLUS

5th Place Prize - VideoMakerFx

PLUS:

Live Webinar Giveaways = Ten Copies of SVP PLUS - Seven Copies of Camtasia Studio AND Three Copies of VMFX

If you already purchased a product from us that you win as a prize, you may exchange it for another prize of equal or lesser value or get a refund on your previous purchase if it was within 60 days - otherwise a credit for future purchases will be issued. The refund provision only applies to Video Contest Winners and not live giveaway recipients - see official rules linked below. The giveaways of 3x Camtasia and 2x SVP PLUS in the June 22nd webinar are included in the above prize list.

What do you need to do to enter?

1. Create One 60 second video commercial promoting Simple Video Pro!
Media logo pack is here> <http://simplevideopro.com/logos>
2. Be TRUTHFUL and do NOT bash competing products by name.
3. Post Your SVP Commercial On YouTube
4. Send YouTube Links To support@simplevideopro.com BY AUGUST 2nd!!
5. Watch the review video here: <http://simplevideopro.com/peter-rozaks-svp-review-tour/>
6. Contest Final Winners Will Be announced on AUG 5th Live in the Final Advanced VMFX Training Webinar!
7. Webinar Registration is REQUIRED.

8. Register for the Webinar Here: <http://simplevideopro.com/vmfx-contest>
[Starting Date July 22nd 2014](#)

(We will be randomly giving away software licenses on the webinar, so be there!)

All entries will be judged by persons appointed by RZMI.

July 28th 2014
RayTheVideoGuy Summer Video Madness

Video Contest & Giveaway!

\$6,000+ Total In Prizes & Live Giveaways!

VIDEO CONTEST PRIZES:

1ST PLACE	SVP VMS & DOGGY BAG OF YT STUFF	\$737
2ND PLACE	CAMTASIA STUDIO 8	\$299
3RD PLACE	SVP PLUS	\$159

GIVEAWAY PRIZES:

Desc.	Value	Qty
CAMTASIA	\$99-\$2998 Copies (value depends on user needing Mac or PC versions)	
SVP PLUS	\$159	8 Copies
SVP VMS	\$319	1 Copies
YouTube Market Crusher	\$97	10 Copies
YouTube Interactive	\$10	10 Copies
Tube Tracker	\$97	2 Copies
Tube Responder	\$97	2 Copies
Tube Detective	\$97	2 Copies
Flat Graphics	\$20	5 Copies

If you already purchased a product from us that you win as a prize, you may exchange it for another prize of equal or lesser value or get a refund on your previous purchase if it was within 60 days – otherwise a credit for future purchases will be issued. The refund provision only applies to Video Contest Winners and not live giveaway recipients – see official rules linked below. The giveaways will be spread over three webinars and are included in the above prize list.

What do you need to do to enter?

1. Create One 60 second video commercial promoting Simple Video Pro! Media logo pack is here > <http://simplevideopro.com/><,contest over link severed
2. Be TRUTHFUL and do NOT bash competing products by name.
3. Post Your SVP Commercial On YouTube
4. Send YouTube Links To support@simplevideopro.com BY AUGUST 9th, 2014!!
5. Contest Final Winners Will Be announced on AUG 11th Live in the Final Advanced Training Webinar! Webinar Registration is REQUIRED.
6. Register for the Webinar Here:

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7. We will be randomly giving away software licenses on the webinar, so be there!

Final winners announced on August 11, 2014. Allow 2 to 6 weeks for prize delivery.

All entries will be judged by persons appointed by RZMI.
