

Target Bullseye Insiders Recruitment Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Target Bullseye Insiders Recruitment Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Target Enterprise, Inc., Merkle Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Target Enterprise, Inc., 1000 Nicollet Mall, Minneapolis, MN 55403. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on November 1, 2020 at 12:00 a.m. Eastern Time ("ET"), ends on October 31, 2021 at 11:59 p.m. ET (the "Promotion Period"), and consists of twelve (12) monthly entry periods (each an "Entry Period") as set forth in the table below:

ENTRY PERIOD	Starts at 12:00 a.m. ET on:	Ends at 11:59 p.m. ET on:	Post Mark Deadline for Mail-In Entries	Approximate Drawing Date:
November	November 1, 2020	November 30, 2020	November 30, 2020	December 16, 2020
December	November 1, 2020	December 31, 2020	December 31, 2020	January 15, 2021
January	November 1, 2020	January 31, 2021	February 1, 2021	February 15, 2021
February	November 1, 2020	February 28, 2021	March 1, 2021	March 16, 2021
March	November 1, 2020	March 31, 2021	March 31, 2021	April 15, 2021
April	November 1, 2020	April 30, 2021	April 30, 2021	May 14, 2021
May	November 1, 2020	May 31, 2021	May 31, 2021	June 15, 2021
June	November 1, 2020	June 30, 2021	June 30, 2021	July 15, 2021
July	November 1, 2020	July 31, 2021	July 31, 2021	August 16, 2021
August	November 1, 2020	August 31, 2021	August 31, 2021	September 15, 2021
September	November 1, 2020	September 30, 2021	September 30, 2021	October 15, 2021
October	November 1, 2020	October 31, 2021	October 31, 2021	November 16, 2021

Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, apply for membership to the Target Bullseye Insiders Community by visiting www.bullseyeinsiders.com/login. Complete and submit the Target Bullseye Insiders Community application form (herein, your "Application"). The Sponsor will review your Application and may elect to accept you into the Target Bullseye Insiders Community. If you are accepted, you will be asked to confirm your interest by opting into the Community and once you do so, you will automatically receive one (1) entry into the Sweepstakes and be included in all Sweepstakes drawings subsequent to the date you entered.

To opt-out of the Sweepstakes: If you are accepted as a participant in the Target Bullseye Insiders Community, but you would like to be removed from the Sweepstakes, send an opt-out request including your name, home address and the email address that is associated with your Target Bullseye Insiders Community account and mail it to Opt-Out Target Bullseye Insiders

Recruitment Sweepstakes, P.O. Box 5011, Department 845933, Kalamazoo, MI 49003-5011. Once received, you will be removed from all drawings subsequent to the date of your request.

If you are not accepted into the Target Bullseye Insiders Community, you will be messaged during the Application process. You will also be advised that you may participate in the Sweepstakes by mailing a request as follows: handprint your name, physical address, and email address on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Target Bullseye Insiders Recruitment Sweepstakes," P.O. Box 5011, Department 845944, Kalamazoo, MI 49003-5011. You will receive one (1) entry into the applicable Entry Period drawing as well as all subsequent Entry Period drawings. Limit: One (1) entry per person. All mail-in entries must be handwritten and must be postmarked as indicated in the chart in Section 3 and received no later than October 12, 2021. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may enter one (1) time during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners is final and binding in all matters related to the Sweepstakes. On or around the dates set forth in the table in Section 3, Administrator will randomly select the potential winners, 1 per Entry Period, from all eligible entries received during the applicable Entry Period, (as well as any that carried over from earlier Entry Periods). The potential winners will be notified by email. If a potential winner cannot be contacted, fails to provide any requested information within the required time period (if applicable), or if the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries for the applicable prize. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the applicable Entry Period.

6. Prizes: TWELVE (12) GRAND PRIZES (one (1) awarded per Entry Period): A \$100 Target GiftCard. Approximate Retail Value: \$100.

Terms and conditions of Target GiftCards apply. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received for the applicable Entry Period. **Limit:** One (1) prize per person.

7. Release: By receipt of any prize, each winner agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim

or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy; [Target.com/privacy](https://www.target.com/privacy).

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