

CLUDERA'S "DATA IMPACT AWARDS" OFFICIAL RULES

Important: Please read these Official Rules before entering this online nomination (the "Nomination"). By submitting your Nomination, you agree to be bound by these Official Rules and represent that you satisfy all of the eligibility requirements below.

NO PURCHASE IS NECESSARY TO ENTER A NOMINATION OR TO WIN AN AWARD AS PART OF THIS PROGRAM.

1. Eligibility. PURCHASE WILL NOT INCREASE ODDS OF WINNING. NOMINATION VOID WHERE PROHIBITED. NOMINATIONS OPEN ONLY TO INDIVIDUALS WHO ARE AT LEAST AGE 18 (OR THE AGE OF MAJORITY UNDER APPLICABLE LAW, WHICHEVER IS OLDER) AND WHO HAVE CLOUDERA OR LEGACY HORTONWORKS APPLICATIONS RUNNING IN A PRODUCTION DATA MANAGEMENT ENVIRONMENT. IF YOU DO NOT MEET ANY OF THESE REQUIREMENTS, OR ANY OTHER ELIGIBILITY REQUIREMENTS IN THESE OFFICIAL RULES, YOU ARE NOT ELIGIBLE TO WIN AN AWARD. To be eligible to win an award, entries must be completed and received by Cloudera (Program Host) in the manner and format designated below. Directors, officers and employees of Program Host and any of their respective parent companies, affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to win the prize. All applicable federal, state, provincial and local laws and regulations apply.

2. Disclaimer. Program Host, all participating sponsors, and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies (collectively, the "Released Parties") will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Nomination disruptions, injuries, losses or damages caused by events beyond the control of Program Host or by non-authorized human intervention; or (d) any printing or typographical errors in any materials associated with the Nomination.

3. Promotion Period. The Promotion starts at 04:01 AM (all times Pacific Time) on Monday, May 11, 2020 and ends at 11:59 PM on Friday, July 17, 2020 (the "Nomination Acceptance Period"). All entries must be received during the Nomination Acceptance Period and meet the other requirements in these Official Rules to be eligible to win an award.

4. Awards. (i) All finalists from each of the seven categories will win the following prize: invitation to attend an exclusive Data Impact Awards celebration taking place in tandem with the Cloudera Evolve user conference during the week of September 7, 2020; recognition in Cloudera-issued announcement announcing Data Impact Award winners; opportunity to present summary of finalist nomination at Cloudera Evolve; opportunity to collaborate with Cloudera on video and written success story based on Nomination. Video recording may be produced on-site at Cloudera Evolve and shown on select monitors throughout the conference. (ii), One winner from each category will win the following prize (approximate retail value \$3,000 USD): one seat to a single subscription [OnDemand](#) public training course. Enrollees will have access to the course and exercise environment (if applicable) for 180 days. Lab time allotted varies by course. See the overview data sheet for details:

<https://www.cloudera.com/content/dam/www/marketing/resources/datasheets/cloudera-ondemand.pdf.landing.html>. Libraries are not included. Access extensions will not be allowed. ***Training code must be redeemed within 12 months of prize notification.***

5. Odds. Odds of winning an award prize depend on the number of eligible entries received. **ALL FEDERAL, STATE, PROVINCIAL AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF THE PRIZE IS THE SOLE RESPONSIBILITY OF THE WINNER.** If the prize is not claimed within 30

days after delivery of notification, it will be forfeited and awarded to an alternate winner. The prize is not transferable. No substitutions or exchanges (including for cash) of the prize will be permitted, except that Program Host reserves the right to substitute a prize of equal or greater value for any prize. The prize will be awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

6. Identity of Entrant. In the event of a dispute about the identity of the entrant, entries made online will be declared made by the authorized account holder of the e-mail address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All personal and other information requested by and supplied to the Program Host for the purpose of the Nomination must be truthful, complete, accurate and in no way misleading. The potential winner may be required to provide Program Host with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

7. How to Enter. To enter, you must follow the instructions in the online Nomination form provided on the [Data Impact Awards web page](#) from Program Host. All requested information must be provided for your entry to be valid. Entries become the property of Program Host and will not be returned. Entries and entrants are subject to verification by Program Host in its sole discretion.

8. Consent. Upon nomination submission, nominees will be required to provide explicit consent for being nominated for a 2020 Data Impact Award and for sharing the information disclosed in their nomination with the 2020 Data Impact Award judges. The judges will not publish information about any nominee or their use case information without explicit prior consent. Use case information provided in the nomination form may be included in the blog and press release announcements, but all winners will have the opportunity to review that content before it is published.

9. Award Selection and Winner Notification. The winner for each award category will be determined by a committee consisting of guest judges selected by Cloudera. The winner for each award category will be selected from all eligible valid entries submitted within the Promotion Period on or about August 9, 2020. The evaluation process will be managed by the Program Host. Program Host will notify each winner by e-mail using the information provided in the online entry form on or about August 23, 2020. To claim the prize, the winner should follow the instructions contained in his/her notification. If any selected entrant does not respond to the Program Host's email or telephone message within 10 days of it being sent, the originally selected winner will forfeit any right or claim to the prize and the next qualifying entrant will be selected for the same prize.

10. General Release. By entering a Nomination, you release Program Host and all Released Parties from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Nomination or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

11. Use of Winners' Name, Likeness, etc. Except where prohibited by law, Nomination entry constitutes permission to use winner's name, hometown, likeness, persona, and/or award information, without limitation, for promotional purposes without further permission or compensation. Cloudera reserves the right to contact nominees regarding publishing a written case study summary or pitching media opportunities based on the information provided in the Data Impact Awards nomination form. We will not publish any named customer case study without explicit prior written permission.

12. Affidavit & Release. As a condition of being awarded any award, the potential winner will be required to execute and deliver to Program Host a signed affidavit of eligibility and acceptance of these Official Rules and release of liability, and any other legal, regulatory, or tax-related documents required by Program Host in its sole discretion.

13. Winner List; Rules Request. For a copy of the winner list, send a stamped, self-addressed, business-size envelope after September 11, 2020 to Program Host at the address listed below, Attn: Data Impact Nomination Winner List. To obtain a copy of these Official Rules, send a stamped, self-addressed business-size envelope to Program Host at the address listed below, Attn: "Cloudera Data Impact Awards" Rules Request. Residents of Canada and VT may omit return postage.

14. Intellectual Property Notice. The Promotion and all accompanying materials are copyright © 2020 by Cloudera, Inc. All rights reserved. CLOUDERA is a trademark of Cloudera, Inc.

15. Miscellaneous. Nominations and these Official Rules will be governed, construed and interpreted under the laws of the state of California, U.S.A. Entrants agree to be bound by these Official Rules and by the decisions of Program Host, which are final and binding in all respects. Program Host reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Data Impact Awards program or any entrant's participation should viruses, bugs, unauthorized human intervention or other causes beyond Program Host's control affect the administration, security, fairness, or proper play of the Nomination, or Program Host otherwise becomes (as determined in its sole discretion) incapable of running the Data Impact Awards program as planned. Entrants who violate these Official Rules, violate any law, rule or regulation in connection with participation in the Data Impact Awards program, tamper with the operation of the Nomination or engage in any conduct that is detrimental or unfair to Program Host, the Nomination or any other entrant (in each case as determined in Program Host's sole discretion) are subject to disqualification from entry into the Data Impact Awards program. Program Host reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter a Nomination. Any provision of the Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. If you have any questions about these Official Rules or the Data Impact Awards program, please e-mail them to ClouderaEngaged@cloudera.com or send written questions to the address listed below, Attn: "Data Impact Awards" Promotion Questions.

16. Program Host: Cloudera, Inc., 395 Page Mill Rd., Palo Alto, CA 94306. If you have questions about the Data Impact Awards, please email ClouderaEngaged@cloudera.com.