

Analytic App Challenge Official Rules

1. GENERAL INFORMATION:

Alteryx's Analytic App Challenge (the "**Analytic App Challenge**") begins at approximately 8:00a.m. Pacific Time on November 19, 2020 and ends at 4:00p.m. Pacific Time on December 31, 2020 (the "**Period**"). The Analytic App Challenge is subject to these Official Rules and all applicable federal, state, provincial, and local laws and regulations. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

2. WHO CAN PLAY:

The Analytic App Challenge is open only to individuals who (i) are registered members of Alteryx's Community (available at community.alteryx.com); (ii) are U.S. residents at least 18 years of age or older (at the time of participation); and (iii) are eligible to enter the Analytic App Challenge as set forth in these Official Rules (each eligible person, a "**Participant**"). Employees of Alteryx, Inc. or its affiliates (collectively, "**Alteryx**") or individuals who provide services to Alteryx through a contractor or temporary employment agency during the Period, and any immediate family members or persons living in the same household of each of the foregoing, are not eligible to participate in the Analytic App Challenge. By participating in the Analytic App Challenge, Participants agree fully and unconditionally to these Official Rules and Alteryx's determinations of eligibility and the winning submissions, which are final and binding in all matters related to the Analytic App Challenge.

3. HOW TO ENTER:

Prior to or during the Period, each Participant must register with Alteryx's Community, as provided above, and shall at all times comply with the Community's Terms of Service and the instructions for the Analytic App Challenge, as further detailed in the Community forum. On November 19, 2020, Alteryx will post the submission instructions for the Analytic App Challenge on the Alteryx Community forum. Instructions may include, among other things, directions for Participants to join the Analytic App Challenge group and submit an entry by replying to the submissions thread on Alteryx's Community. Each submission must (i) include a brief description of the analytic application created by Participant and its potential or proven benefits, with either (a) the application file or Alteryx Designer workflow attached or (b) if circumstances prevent sharing the application itself, a detailed description outlining the application's specific functionality and output so as to permit recreation of the application in Alteryx Designer; and (ii) be received by Alteryx no later than 4:00p.m. Pacific Time on December 31, 2020. No other method of participation or submission will be accepted. Each Participant may submit only one submission and additional submissions will be disqualified. A submission must fulfill all Analytic App Challenge requirements, as specified in the submission instructions and these Official Rules, to be eligible to win a Donation Opportunity. Submissions that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of the Judging Committee (defined below).

The Analytic App Challenge requires Participants to demonstrate skill and creativity utilizing Alteryx Designer. No drawings, sweepstakes, raffles, lotteries or other elements of chance are utilized to determine the winning submissions. No purchase is necessary to enter or win. A purchase does not increase the chances of winning. Participants may download a free trial of Alteryx Designer at <https://www.alteryx.com/designer-trial/alteryx-free-trial> to participate in the Analytic App Challenge. Any use of Alteryx Designer is subject to the terms and conditions of the applicable end user license agreement. Participants may not use, incorporate, reference or disclose confidential or otherwise proprietary information of third parties as part of a submission.

Alteryx will be the official timekeeper using Pacific Time to determine the eligibility of all submissions for the Analytic App Challenge. The Analytic App Challenge will conclude at the end of the Period regardless of the number of submissions received.

4. DETERMINATION OF WINNING SUBMISSIONS:

Winning submissions will be determined using a combination of (i) the popular peer vote on Alteryx's Community; and (ii) selection by a panel of Alteryx Analytic App Challenge judges (the "**Judging Committee**") based on the overall level of detail and creativity demonstrated, clarity of the use case proposed, and the step-by-step process created by the Participant using Alteryx Designer.

Provided that at least four (4) eligible submissions are received, up to four (4) submissions will be deemed the winners of the Analytic App Challenge. Winner selection and communication will begin on January 8, 2021 and all winning submissions will be announced publicly on Alteryx's Community on January 13, 2021. The decisions of Alteryx and its Judging Committee will be final and binding in all matters related to the Analytic App Challenge. In the event of a tie among the final selection for the four (4) winning submissions, the Judging Committee, in its sole discretion, reserves the right to more heavily weigh its determination of the criteria described above.

5. NOTIFICATION:

Alteryx will make two (2) attempts to contact Participants over the 48-hour period following determination of a winning submission (between January 8, 2021 and January 12, 2021) using the email address associated with each Participant's Alteryx Community profile. All Participants are strongly encouraged to ensure that the email address associated with their Alteryx Community profile is current. If a Participant cannot be reached during the 48-hour period in which they are contacted by Alteryx regarding a winning submission, the submission will be disqualified and an alternate submission will be selected based on the collective decision of the Judging Committee. Any undeliverable notification to the Participant of a winning submission, or rejection of the Donation Opportunity by a Participant, will result in the selection of an alternate winning submission pursuant to the Judging Committee's determination. Alteryx reserves the right, in its sole discretion, to modify the notification procedures outlined herein in connection with any alternate winning submissions, if any.

6. DONATIONS TO CHARITY:

Each Participant who submits a winning submission finally selected as part of the Analytic App Challenge will be provided the opportunity to select from one of two designated charities, to which Alteryx will donate Five Hundred Dollars (\$500) on that Participant's behalf (a "**Donation Opportunity**"). A Participant may select either (i) OzHarvest (*see* <https://www.ozharvest.org/>) or (ii) Integrate Health (*see* <https://integratehealth.org/>) to receive the donation with respect to such Participant's Donation Opportunity. Value per Donation Opportunity: \$500 USD per winning submission. Total value for all Analytic App Challenge Donation Opportunities: up to \$2,000 USD for all winning submissions.

Donation Opportunity funds will not be deposited with or otherwise provided in any manner to Participants under the Analytic App Challenge. No transfer, cash, or other substitution for value of any kind of the Donation Opportunity is allowed except that Alteryx reserves the right, in its sole and absolute discretion, to substitute a charity for the Donation Opportunity or to choose additional winning submissions.

7. DONATION OPPORTUNITY CONDITIONS:

Except where prohibited by law, each Participant of a winning submission may be required to execute additional documentation as may be reasonably requested by Alteryx, including an Affidavit of Eligibility, a Liability Release or a Publicity Release. Where requested, such documents must be signed and returned to Alteryx by the date and/or time indicated therein. If the documents are not signed and returned within the specified time, or if a Participant or submission is found to be ineligible or does not comply with these Official Rules, each as determined by Alteryx in its sole discretion, then the Participant's submission will be disqualified. A Participant waives the right to assert (i) as a cost of winning a Donation Opportunity, any and all costs of verification and qualification to direct the Donation Opportunity and any liability which might arise from directing or seeking to direct the Donation Opportunity and (ii) the deductibility of such Donation Opportunity for tax purposes.

8. PARTICIPANT RELEASE:

By participating in the Analytic App Challenge, each Participant represents and warrants that such Participant's submission does not violate any confidentiality rights or proprietary or intellectual property rights of a third party (including, but not limited to, the Participant's employer).

By participating in the Analytic App Challenge, each Participant agrees to release, indemnify, defend and hold Alteryx and its affiliates, subsidiaries, directors, officers, employees, and agents (including any advertising and promotion agencies) and assigns, and any other entities related to the Analytic App Challenge (collectively, "**Releasees**") harmless from any and all claims, injuries, damages, expenses, or losses to person or property and/or liabilities of any nature incurred by any Releasee that in any way arise from a Participant's participation in the Analytic App Challenge or direction of a Donation Opportunity (collectively, "**Claims**"), including without limitation (i) any condition caused by events beyond Releasees' reasonable control that may cause the Analytic App Challenge to be disrupted or corrupted; (ii) any injuries, losses, or damages (compensatory, direct, incidental, consequential, or otherwise) of any kind arising in connection with or as a result of any Donation Opportunity, or direction of any Donation Opportunity, or from participation in the Analytic App Challenge; and (iii) any printing or typographical errors in any materials associated with the Analytic App Challenge.

9. LIMITATION OF LIABILITY:

The Releasees are not responsible for (i) late, lost, delayed, damaged, incomplete, illegible, misdirected or undeliverable submissions, responses, or other correspondence, whether through Alteryx Designer, Alteryx's Community, by e-mail or postal mail or otherwise; (ii) theft, destruction, unauthorized access to or alterations of submissions; or (iii) phone, electrical, network, hardware, software, or transmission malfunctions, failures or difficulties. Donation Opportunities are awarded "as is, where is," without warranty of any kind, express or implied. Except where prohibited by law, by participating in the Analytic App Challenge, each Participant agrees that: (i) any and all disputes, claims and causes of action arising out of or in connection with a Donation Opportunity, determination of

eligibility or of a winning submission, or any other matter relating to the Analytic App Challenge that cannot be resolved between such Participant and any Releasees shall be resolved individually, without resort to any form of class action; and (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred by the Participant, including costs associated with participating in the Analytic App Challenge up to a maximum of ten dollars (\$10), but in no event attorneys' fees or the costs of procuring any license for Alteryx Designer or other Alteryx products. Notwithstanding anything to the contrary herein, in no event shall any Participant seek or be entitled to rescission, injunctive or other equitable relief or to enjoin or restrain the production, distribution, exhibition, operation or other exploitation of Alteryx's business operations, the Analytic App Challenge, any website, content, advertising or other materials used, displayed or issued in connection with the Analytic App Challenge, or any submission or participation therein, and such Participant's rights and remedies in any such event shall be strictly limited to the right to recover money damages, if any, in an action at law.

IN NO EVENT WILL ANY RELEASEES BE LIABLE FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH PARTICIPATION IN THE ANALYTIC APP CHALLENGE, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. TO THE EXTENT SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO ALL PARTICIPANTS.

10. PUBLICITY RELEASE:

By participating in the Analytic App Challenge, each Participant understands that (i) their name, Community username, Community avatar/profile photo, statements, recordings, and any data attributable to such Participant in connection with participation in the Analytic App Challenge, including the content of any submission or additional information posted to the Analytic App Challenge submissions thread (collectively, the "**Content**"), will be held in accordance with relevant data protection principles; (ii) Content published on the internet can be viewed throughout the world, including in countries that may not provide the same level of protection and individual privacy rights as those of other countries; (iii) the Content will be the copyright of Alteryx, including the right to display, edit, duplicate, translate, sell, distribute, and prepare derivative works of such Content, and any other intellectual property that arises in or from the Content will also belong to Alteryx, without any obligation to pay compensation or royalty; (iv) Participant hereby agrees to irrevocably assign all property rights and moral rights to the Content to Alteryx; (v) Participant can request, at any time, that Alteryx cease using any personally identifying information that is part of the Content, in which case reasonable efforts will be taken to prevent such Content from being used in the future in a form that is attributable to the Participant, provided that Content may continue to appear in any publication prior to the date of such request, including digital publication on third-party sites and services and as part of press releases, posts, comments, and any reposting of the same; and (vi) some Content, including recordings, may be kept permanently once published, including as part of Alteryx's internal archives and those of third-party sites and services where such content may be copied, reposted, or otherwise shared by others.

11. GENERAL CONDITIONS:

Failure to comply with these Official Rules may result in Participant disqualification and such Participant's submission will be void. Alteryx reserves the right, in its sole discretion and without liability to Participants, to cancel, modify or suspend the Analytic App Challenge, in whole or in part, and no Releasees shall be responsible or liable to any Participant or any person claiming through such Participant for failure to provide the Donation Opportunity or the direction of any part thereof, in the event (i) of fraud, technical or other difficulties or if the integrity of the Analytic App Challenge is compromised or (ii) Participants' activities or Releasees' operations or activities are affected, including, without limitation, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened or actual terrorist acts, air raid, blackout, earthquake, war (declared or undeclared), fire, flood, labor dispute or strike, work slow-down, civil disturbance, or any law, rule, regulation, order or other action adopted or taken by any federal, state or local government authority, or any other cause, whether or not specifically mentioned above. Alteryx may amend these Official Rules or discontinue the Analytic App Challenge at any time, for any reason. Alteryx disclaims any responsibility to provide notice to Participants of any change to any aspect of the Analytic App Challenge.

All disputes, issues and/or questions concerning the Analytic App Challenge, including the rights and obligations of Participants and Alteryx in connection with the Analytic App Challenge, or the construction, validity, interpretation and enforceability of these Official Rules, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules that would cause the application of the laws of any jurisdiction other than the State of California. Any legal actions, suits or proceedings related to the Analytic App Challenge (whether for breach of contract, tortious conduct or

otherwise) will be brought exclusively in the state or federal courts located in Orange County, California, and each Participant accepts and submits to the personal jurisdiction of such courts with respect to any legal actions, suits or proceedings arising out of or related to the Analytic App Challenge.

12. PRIVACY:

As part of the Content submitted, as described in Section 10 above, Alteryx may collect certain limited personal data about Participants in order to facilitate participation in the Analytic App Challenge. Alteryx and its third-party service providers may use such data (i) in accordance with Alteryx's published privacy policy (available at alteryx.com/privacy) ("**Privacy Policy**") and (ii) as set forth in these Official Rules and any submission instructions. By participating in the Analytic App Challenge, Participants acknowledge the collection and use of their personal data by Alteryx for the purposes outlined herein. Any privacy rights applicable to Participants under local law with respect to Alteryx's use of their personal data are further outlined in the Privacy Policy.

13. MISCELLANEOUS:

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in full force and effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Alteryx's failure to, or decision not to, enforce any provision in these Official Rules shall not constitute a waiver of that or any other provision. In the event of a discrepancy or inconsistency between statements or submission instructions pertaining to the Analytic App Challenge or related materials and these Official Rules, these Official Rules shall govern and the discrepancy or inconsistency will be resolved in Alteryx's sole and absolute discretion.

Alteryx, Inc. is the sponsor of the Analytic App Challenge.

14. WINNER'S LIST:

For an Official Winner's List (available after all winning submissions have been awarded), or for a copy of these Official Rules, email community@alteryx.com.