



Sparking the World's Potential

Official Rules



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Competition Overview

The Arm DevSummit Developer Competition (“**Competition**” or “**Promotion**”) is a contest that commences on July 27, 2021 at 12:01 A.M. Pacific Time (PT) and ends on September 24, 2021 at 11:59 P.M. Pacific Time (PT) (“**Competition Duration**”). Registration opens from July 6, 2021 (04:30 A.M. PT) and closes September 17, 2021 (11:59 P.M. PT) (“**Registration Period**”). The Competition is provided and administered by Arm Limited, 110 Fulbourn Road, Cambridge, CB1 9NJ, United Kingdom, on behalf of itself and its subsidiaries and/or affiliates (“**Arm**” or “**Sponsor**”).

The Theme

The theme is Sparking the World’s Potential, and through this competition, Arm is challenging developers and engineers to tackle real-life sustainability issues. As part of this, Arm will commit to donating, for each submission, to the non-profit tech startup [Rainforest Connection](#). They protect at-risk ecosystems, from rainforests to oceans, all over the world by installing their Guardian acoustic monitoring system, which uses sound to help prevent illegal deforestation and stop animal poaching in real time.

The Challenge

Technology can be a force for good and has the power to help build a better future for everyone. By connecting everyone, everywhere, Arm and its extensive ecosystem can bridge the digital divide between those who have access to digital technologies and the 3.6 billion people who currently do not.

But connectivity cannot come at the expense of our planet. To minimize the environmental impact of our technology, we aspire to leverage our expertise in low-power compute to do more work per Watt, providing a unique opportunity to drive up connectivity while driving down carbon consumption.

Arm is challenging developers to use Arm technology and their engineering skills to ideate, design and produce a prototype that tackles a real-life sustainability issue. Inspiration for sustainability problems can emerge from many places, but a good place to look is the [Sustainable Development Goals](#), which highlight some of the world’s most serious issues that need to be tackled in order to create a better world. They look at sustainable food sources to end poverty, sustainable water management, or sustainable resource consumption to name just a few. Alternatively, you could look closer to home and devise a sustainable solution to solve a local or regional concern. Wherever your inspiration comes from, Arm has a variety of technology that could be applied. From low powered IoT, machine learning, or cloud computing along with supporting software tools such as [Arm Development Studio](#) or [Keil MDK](#). Furthermore, Arm technology supports multiple open-source projects which can be found on Arm’s [GitHub](#).

As well as the three (3) top prizes which cover the use of any Arm powered hardware or software, Arm is offering three (3) runner-up prizes which target specific technology (“**Focus Technologies**”):

- ArmNN
- Arm Neoverse
- IoT Device

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Eligibility to Enter

You are eligible to participate if you meet the following requirements:

- **You are** a permanent, legal resident or citizen of Australia, Canada (excluding the Province of Quebec), China, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Holland, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Israel, Japan, Malaysia, Morocco, New Zealand, Norway, Poland, Romania, Russia, Serbia, Singapore, South Africa, South Korea, Spain, Sweden, Taiwan, Thailand, Ukraine, United Kingdom, or the fifty states of the United States (including D.C.).
- **You are** at least eighteen (18) years of age.
- **You are not** a resident of any U.S. embargoed countries (i.e., Iran, Syria, the Crimea region of Ukraine, North Korea, Cuba, or Venezuela).
- **You are not** a government employee, agent of a government-owned or government or state-controlled entity, or public official.
- **You are not** involved in the execution or administration of the Competition.
- **You must** disclose your participation to your employer, **and** your participation must be permissible under the employer's policies.

Other Terms:

- Arm employees, sponsors, and affiliates of the Competition **may** enter provided they are not involved in running the Competition. However, they are **not** eligible to win any Prizes.

Teams

Up to four (4) eligible individuals may participate as a part of a team. If you are entering the Competition as a team, the team must appoint and authorize one individual ("**Team Captain**") to represent, act, and submit an Entry on the team's behalf. The Team Captain and each team member must meet the eligibility requirements described above.

- Each eligible individual can only belong to one team.
- Maximum of four (4) eligible individuals to a team.
- If a team member is disqualified for any reason, then the whole team is also disqualified.

Participation

How to participate

Registration

- To participate visit developer.arm.com ("**Website**") and fill in the registration form during the Registration Period.
 - You will not be eligible to participate if you fail to register during the Registration Period.
 - If a mistake is made, please complete the form again using the same email address to update the record.
- Once registered, you should receive a follow up email from Arm at the email address provided in your registration form confirming your registration.

Engineering

- Ensure everything in your entry is developed according to the submission criteria.
- Everything in your entry must be built and developed during the Competition Duration only.

Submission

- Review your submission and ensure it meets all the submission criteria and rules.
- Submit your entry via the Website.
- If you are submitting an entry as a team, the Team Captain must submit the entry on behalf of the team.
 - Ensure this is indicated on the Submission form by entering the team name and team member details.
 - If a mistake is made, please complete the form again using the same email address to update the record.
- Submit your entry by September 24th 2021 at 11:59 PM Pacific Time.
 - It will not be possible to submit an entry after this time.

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Submission & Entries

Submission criteria

You must submit the following deliverables for the entry (“Entry”).

1. Presentation:
 - Produce a video presentation of the project. This **must** include all of the following:
 - Problem statement – what sustainability problem is being solved?
 - A summary of the idea, i.e., how is the idea “Sparking the World’s Potential”?
 - How is Arm Technology used in the project?
 - A demonstration of the prototype.
 - Explain how well the project would solve the sustainability problem.
 - Include measurable metric estimations that can be used to illustrate and compare against.
 - Include how the estimations were determined.
 - Include commercial applications and viability.
 - How could the prototype be taken to market, whether that be commercial, not for profit or otherwise?
 - What approach or technology could be used to scale from a prototype?
 - The video presentation should be no longer than three (3) minutes.
 - Submit a publicly accessible URL link to the video.
 - This could be a link to a video file in storage (e.g. Dropbox, Google Drive, OneDrive), or a hosted video (e.g. YouTube)
2. Code Repository:
 - Submit a publicly accessible URL link to a repository (e.g. GitHub) with links to the source code used in the project.
3. Bill of Materials (BOM)
 - Provide a cost breakdown of hardware & any licenses used to create one (1) instance of the prototype.
 - The BOM **must not** exceed a total of USD \$1,000.
 - The BOM **must** include, where applicable:
 - Hardware used, to include, but is not limited to, developer boards, sensors, cameras, microphones, cables, SD cards, screens, power supplies, mobile phones.
 - Licenses:
 - The cost of cloud services such as virtual machines or per usage computational services based on an estimated four (4) week period.
 - The cost of using third-party software requiring either a developer license or a royalty distribution charge averaged over four (4) week period.
 - Specialized software used to design, create, implement, or otherwise, where the software requires either a fixed cost or subscription model averaged over a four (4) week period.
4. Project Journal:
 - Provide a Word, PDF, Markdown, or PowerPoint presentation journal that tracks the project progress (“Journal”).
 - The Journal **must** include the following:
 - How the problem was chosen and why, including links to documented evidence of the sustainability issue,
 - How the solution was determined,
 - How any problems encountered during the project were resolved, and
 - If given more time, what could be done to improve the prototype?
 - Submit a publicly accessible URL link to the document (which could be the code repository)
 - The file **must** be in .doc, .docx, .ppt, .pptx, .pdf, or .md format and no larger than ten (10) MB.
5. Pictures:
 - You **must** include:
 - Pictures of yourself or your team.
 - Progress pictures of the development of the project.
 - Additionally, you may include video clips of the development of the project.
 - Submit a publicly accessible URL link to the media (e.g. Dropbox, Google Drive, OneDrive).
 - Photos **must** be:
 - Provided in common formats (e.g. JPEG, PNG, TIFF, BMP).
 - Limited to a maximum of ten (10).

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- Videos **must** be:
 - Provided in common formats (e.g. MP4, AVI, MKV, MOV).
 - Limited to a maximum of five (5).
 - No longer than two (2) minutes in length.

Submission rules

General:

- Your prototype **must** include Arm technology, either in hardware or software technologies.
- Existing products that were built or developed before the Competition Duration **cannot** be entered into the Competition.
- Your submission **must** be newly created during the Competition Duration.
- All submission URLs, and the associated content provided:
 - **must** be either publicly accessible or be allowed access by devsubmit.competition@arm.com.
 - **must not** be modified after the competition Submission Deadline.
- You **must** only submit your own original content that you have created.
 - If you incorporate copyright material in your Entry, you **must** have permission and obtain consent and licenses to do so, and that you can grant the license below in respect of the third-party material incorporated in your entries.
 - Some open-source licenses may need permission and acknowledgement, which **must** be included in your submission.
- The content of your Entry **must not** contain any libelous, slanderous, defamatory, discriminatory, obscene, indecent, harassing, violent, or threatening material.
- The content of your Entry **must not** infringe or otherwise misappropriate any third party's intellectual property rights, trade secrets, or rights of confidentiality, privacy, or publicity.
- Arm reserves the right, in its sole discretion, to delete or disqualify any Entry without prior notification to the participant that Arm deems to be inappropriate or otherwise suspected of infringing any third-party rights. Participant acknowledges and agrees that it shall not hold Arm responsible and hereby releases Arm for errors, loss, and damage to any entry outside of Arm's reasonable control.

Terms:

- By entering and/or participating in the Promotion, each participant confirms that they agree to Arm's [Privacy Policy](#) and [Terms and Conditions of Use](#), which are incorporated into these terms by reference.
- Limit one (1) Entry permitted per person or team. Entries in excess of this limit will be disqualified.
- All Entries and related information must be submitted in **English**.
- By participating, Participants agree to these Official Rules, which are final and binding in all respects.
- Entries generated by script, macro, or other automated means are void and may cause disqualification.
- Arm reserves the right, in its reasonable discretion, during or upon completion of the Competition Duration, to request that any Participant or Team Captain resubmit the Entry which fails to comply with the Competition entry requirements prior to any judging period. Entries must be completed and submitted by one individual. If multiple individuals attempt to complete and submit an Entry for the same team, such Entry, the team, and the applicable participants will all be disqualified.
- By submitting an Entry on behalf of a team, you represent and warrant that you are the Team Captain authorized to act on behalf of your team.
- Entries not properly entered into the Competition will not be acknowledged.
- Proof of entry does not constitute proof of receipt by Arm.
- Entries must be received by Arm during the Competition Duration.
- Only eligible Entries actually received by Arm in accordance with the timing requirements set forth above will be judged and eligible to win.
- Arm is not responsible for (i) inaccessible, lost, late, misdirected, mutilated, damaged, irregular, altered, counterfeit, fraudulent, incomplete, or illegible Entries, which are void, or (ii) any computer-related, online, telephonic, or technical malfunctions that may occur. Illegible, unintelligible, inaccessible, non-public, incomplete, garbled, or mutilated Entries will be disqualified.

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Use of Entries

- By submitting an Entry into this Competition, you hereby grant to Arm a worldwide, non-exclusive, perpetual, irrevocable, royalty free, sub-licensable license to use, reproduce, modify, adapt, publish, translate, publicly perform, publicly display and distribute the entry (in whole or in part) and to incorporate such entry into other works in any format or medium (now existing or hereinafter developed) for any purposes.
- By submitting an Entry, you agree that your entry is gratuitous and made without restriction, and will not place Arm under any obligation, that Arm is free to disclose or otherwise disclose the ideas contained in the entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you.
- You acknowledge that, by acceptance of your entry, Arm does not waive any rights to use similar or related ideas previously known to Arm, or developed by its employees, or obtained from sources other than you.

Violation of these rules:

- Arm reserves the right, in its sole discretion, to disqualify or reject any Entries not in compliance with these Official Rules.

Competition Timeline

Date	Activity
July 6 th	Registration open
July 27 th	Competition starts
August 16 th	Competition support meet-up event
September 13 th	Competition support meet-up event
September 24 th	Submission deadline
October 12 th	Shortlist entrants are announced
October 21 st	Public announcement of winners

Judging Process

A panel of judges composed of Arm engineers and marketing team members (“**Panel One**”) will evaluate all Entries received during the Competition Duration. Panel One will review each Entry according to the round 1 criteria described below to determine the scores. The highest scoring top five (5) will go through to round 2 where a second Panel of judges, consisting of an external expert and Arm executives, will determine the final order. Panel One will also select two (2) Entries from all submitted for each of the runner-up prizes based on the runner-up criteria described below.

The second Panel (“**Panel Two**”) will consist of Simon Segars (CEO, Arm), Dipesh Patel (CTO, Arm), and Hillary Tam (Global Sustainability Strategy Director, Arm). In addition, Topher White, founder and CEO of Rainforest Connection will join Panel Two as a judge. Rainforest Connection created their Guardian acoustic monitoring system, used to prevent illegal deforestation and poaching, from upcycled smartphones which use Arm-powered Android technology at its core. With almost 10 years of extensive work in a sustainable, technology led, environmental protection field, Topher brings to the judging panel a wealth of invaluable experience.

Panel Two will review each of the five (5) Entries selected by Panel One according to the round 2 criteria described below to determine the round 2 scores. Panel Two will also review the two (2) Entries selected by Panel One for each of the runner-up prizes to determine the final outcome.

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Tiebreaker: If two or more Entries are tied in round 1, the tied Entry with the highest score for the Sustainability category will be considered the higher scoring Entry. In the event any ties remain, this process will be repeated, as needed, by comparing the tied Entries' scores for the Technology and Submission Entry categories. If two or more Entries are tied in round 2, the tied Entry with the highest score for the Sustainability category will be considered the higher scoring entry. In the event any ties remain, this process will be repeated, as needed, by comparing the tied Entries' scores for the Technology and Feasibility categories. If two or more Entries are tied on all applicable criteria in any round, the panel of judges for the corresponding round will vote on the tied Entries.

The highest scoring top ten (10) of all Entries will be announced, unranked, on 12th October with the final winners revealed on 21st October. Winners will also be announced at Arm DevSummit on 21st October 2021.

Judging Criteria

Round 1

Your Entry, consisting of the requirements detailed in the Submission Criteria, will receive a score of zero (0) – seventy (70) according to the following criteria:

Sustainability (20 points total)

- Does the Entry aptly solve the sustainability problem? (5 points total)
- What is the effect of the solution on the sustainability issue? (5 points total)
- Does the Entry tackle one or more of the Sustainable Development Goals or other well documented sustainability issue? (5 points total)
- Does the Entry consider the carbon footprint of solution? (5 points total)

Technology (40 points total)

- Does the solution work? (10 points total)
 - Is there a demonstration of the prototype working?
 - Are there measurable metrics to judge the performance of the solution?
 - For example, demonstrating lower power consumption in mW.
- Extensibility (10 points total)
 - What are the next technological features the project would need to develop?
 - From a technological standpoint, how could the prototype transition to a final product?
 - Given more time, what features or tools could the project benefit from?
- Does the Entry effectively use Arm technology in the Focus Technologies? (5 points total)
 - For example, a low power IoT board for an edge solution?
 - For example, ArmNN in a ML solution?
- Extensibility (10 points total)
 - What are the next technological features the project would need to develop?
 - From a technological standpoint, how could the prototype transition to a final product?
 - Given more time, what features or tools could the project benefit from?
- Code (3 points total)
 - Is the code readable and understandable?
 - Does the code relate to the problem being solved?
- In the software & hardware choices, is an appropriate platform or tool used? (2 points total)

Submission Entry (10 points total)

- What is the level of quality of the overall entry, for example:
 - how well does the presentation video demonstrate the solution?
 - how well does the Journal evidence the progress?

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Round 2:

Your Entry, consisting of the requirements detailed in the Submission Criteria, will receive a score of zero (0) – sixty (60) according to the following criteria:

Sustainability (30 points total)

- How does the Entry effectively solve the sustainability problem?
- How sustainable is the solution itself?

Technology (20 points total)

- Does the Entry make effective use of Arm technology?
 - Justification for how and why Arm specific technology is used in the project.
- How innovative is the use of Arm technology?

Feasibility (10 points total)

This will consider if, for example, the solution is something that could be taken to market in the form of a product or organization?

Runner-up criteria:

For an Entry to be considered for the runner-up prizes, it must implement a solution using one of the Focus Technologies. The judges will be looking at the uniqueness and individuality of the solution that also shows a deep understanding of the technology and a novel approach to solving the sustainability issue.

Prizes

Prizes are available for the top three (3) Entries with the highest total score in round 2:

- **First Place:**
 - \$5000
- **Second Place:**
 - \$3000
- **Third Place:**
 - \$1000

Runner-up prizes, for the best use of Focus Technologies, are awarded for the following fields:

- **Best use of ArmNN:**
 - ML developer board
- **Best use of Neoverse:**
 - \$100 Cloud Credit
- **Best use of IoT Device:**
 - IoT developer board

Prizes terms:

- Limit: one (1) prize per person, or per team.
 - For team entries, prize money will be awarded to the Team Captain. It is the teams' sole responsibility to allocate any winnings. Arm will not be held responsible for how this is done.
- Potential winners are subject to verification, including verification of age and authorization from their respective employers to receive a prize.
- On or about October 19th 2021, Arm will attempt to notify the potential winners via the email address provided on the registration form. Potential winners may be required to complete, sign, and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release, within fourteen (14) days of attempted notification or prize may be forfeited.

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- If a potential winner:
 - (a) does not respond after the first attempted contact from Arm within 48 hours of initial notification attempt,
 - (b) is not in compliance with these Official Rules,
 - (c) does not meet the eligibility requirements,
 - (d) declines the prize, or
 - (e) does not sign and return required documents or provide required identification by the deadlines established by Arm, participant will be disqualified, and the prize awarded to the next highest scoring entry that is not already deemed a potential winner.
- Arm is not responsible for any change of email address, mailing address, and/or telephone number of participants. All properly claimed prizes will be awarded, but in no event will Arm award more prizes than are provided for in these Official Rules.
- Please allow up to 30 days for delivery of the applicable prize.
- Delivery is subject to the winners providing shipping details on request.
- If a prize is shipped, Arm is not responsible for any prize that is lost, stolen, mutilated, destroyed, misdirected, or undelivered for any reason. Arm will not replace any lost or stolen prize items.
- The prize is non-refundable, non-transferable, and no cash alternative is available, except in Arm's sole discretion.
- Arm reserves the right, in its sole discretion, to substitute the prize at any time if the prize advertised is unavailable.
- Approximate retail value of prizes is based on information provided to Arm as of the date of printing of these Official Rules.
- The difference in value of prize as stated herein and value at time of prize notification, if any, will not be awarded.
- If the competition does not receive a sufficient number of entries that meet the Submission Requirements, Arm may in its sole discretion, select fewer winners than the number of prizes described.

For the runner-up prizes:

- If a team wins, one of each of the runner-up prizes will be made available for each member of the team.
- Runner-up prizes are only eligible to be awarded to an Entry that did not rank in the top three (3) highest scores.
- Top three (3) winners are **not** eligible to win the runner-up prizes.

Publicity

- Except where prohibited by law, Arm may post each winner's name online on the Website and on other Arm-operated websites and social media platforms, including but not limited to Twitter, Google, and Facebook.
- Winners will also be announced at Arm DevSummit, occurring October 19-21 2021 via <https://devsummit.arm.com/>.
- Entries may be shared at the DevSummit event via <https://devsummit.arm.com/>.
- Submission of an Entry further constitutes permission for Arm to use participant's name, likeness, photograph, voice, opinions, and/or state or country of residence, and any portion thereof for purposes of advertising and trade, in any medium in connection with the Promotion, without further notice, approval, or compensation, unless prohibited by law.

Privacy

- Participants' personal information and data will only be used in accordance with Arm's Privacy Policy.
- By completing the registration form you acknowledge that you may receive emails from Arm relating to such Competition and further marketing communications. If you do not want to hear about future promotions, please notify us at privacy@Arm.com.
- Any third-party website used but owned independently have their own separate privacy and data collection policies and practices.
- Any data you provide to these third-party websites will be governed under the terms of their privacy policy.
- Arm has no responsibility whatsoever for the independent actions or policies of these independent sites and is not responsible for content or privacy practices of such websites.
- If you are verified as a winner, your information may also be included in a publicly available winner's list.

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Export Control

- Arm Confidential Information, Arm Technology, and Arm products provided with the Promotion may be subject to U.K., European Union, and U.S. export control and sanctions laws and regulations, including the U.S. Export Administration Regulations (“EAR”) (hereafter collectively referred to as “Export Regulations”). Arm and Participant agree to comply fully with all applicable Export Regulations. Participant agrees that it shall not, either directly or indirectly, use or export in breach of the Export Regulations any Arm Confidential Information, Arm Technology, or Arm products received in connection with the Promotion, nor any direct products thereof: (i) to any country, company or person subject to export restrictions or sanctions under the applicable Export Regulations without required export authorization; or (ii) for any prohibited end use, including, without limitation, nuclear, chemical, or biological weapons proliferation, which at the time of export requires an export license or other governmental approval, without first obtaining such license or approval and without prior written approval from Arm.
 - “**Arm Confidential Information**” means (i) all non-public, proprietary business, technical, legal, and financial information disclosed or learned that Arm has identified as confidential at the time of disclosure or that, based on the nature of the information or circumstances surrounding its disclosure, Participant should reasonably understand was intended to be treated as confidential, and (ii) personal data.
 - “**Arm Technology**” means any technology or material owned, created, or discovered by Arm

Indemnity and Limitation of Liability

- By entering and/or participating in the Competition, each participant agrees:
 - (a) that participant releases Arm from, and that you shall indemnify, defend, and hold Arm harmless from, any liability resulting from any and all claims, causes of action, costs, losses and damages (whether direct or indirect or consequential), in contract, tort (including negligence) or otherwise, in connection with or otherwise relating to your entry or participation in the Promotion and use of any prize awarded;
 - (b) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses;
 - (c) all causes of action arising out of or connected with this Promotion, or any prize awarded, shall be resolved individually, without resort to any form of class action; and
 - (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys’ fees and court costs.
- Arm reserves the right to cancel, suspend, terminate, or modify the Competition or any portion of it for any reason, including but not limited to, if fraud, misconduct, or a technical failure destroys the integrity of the Competition; or if a computer virus, bug, wireless failure, or other technical problem corrupts the administration, security, or proper administration of the Competition as determined by Arm, in its sole discretion.
- Arm is not responsible for incorrect or inaccurate entry information, including information provided on the registration form, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of the entries. Arm will post notice of its action in such cases on Arm’s website.
- Arm reserves the right, in its sole discretion, to disqualify any person who Arm concludes, in its sole discretion:
 - (a) has tampered or attempted to tamper with the entry process or other operation of the Promotion;
 - (b) has failed to comply with or has attempted to circumvent these Official Rules or does not provide all information required by Arm;
 - (c) has committed fraud or attempted to undermine the legitimate operation of the Promotion; or
 - (d) has acted toward Arm, or any other participant, in an unfair, inequitable, annoying, threatening, disrupting, or harassing manner.
- If a dispute arises regarding compliance with these Official Rules, Arm may consider, in its sole discretion, data reasonably available to Arm through information technology systems in Arm’s control, but Arm will not be obligated to consider any data or other information collected from any other source.

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- In the event that any Promotion winner is subsequently disqualified from the Promotion for any reasons, Arm, in its sole discretion, may decide whether a replacement winner should be selected in accordance with the selection criteria. Arm also reserves the right, in its sole discretion, to modify these Official Rules for clarification purposes without materially affecting the administration of the Promotion. By entering the Promotion, you hereby warrant that all information submitted is true, current, accurate, and complete. Arm reserves the right to verify the eligibility of participants and disqualify a participant for submitting false, inaccurate or misleading information.

Governing Law

- The Promotion is governed by English law.
- All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of any participant and Arm in connection with the Competition, shall be governed by, and construed in accordance with, English law, without giving effect to the conflict of laws rules thereof.
- Any failure by Arm to enforce any of these Official Rules will not constitute a waiver of these Official Rules. If there is a conflict between any of these Official Rules and any marketing or entry materials used in connection with the Competition, these Official Rules will govern.

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