

SPARKED DATATHON OFFICIAL RULES

Sponsored by Alteryx, Inc. (“**Sponsor**”).

NO ENTRY FEE. NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

The SparkED Datathon (the “**Contest**”) begins on April 5, 2024, at 8:00 AM CT ends on April 5, 2024, at 5:30 PM CT (the “**Contest Period**”). Sponsor’s clock will be the official timekeeper for the Contest.

1. Agreement to Official Rules. By entering or participating in the Contest, you accept and agree to be bound by these “**Official Rules**.”

2. Contest Description. The Contest is a skill-based contest, which may include both virtual and in-person components, in which participating teams compete against each other by demonstrating their ability to use Alteryx’s Designer product (“**Designer**”) to analyze data sets. The Contest is comprised of two rounds: (a) The Data Challenge (“**Round 1**”) and (b) the Final Speed Round (“**Round 2**”).

3. Eligibility. The Contest is open to legal residents of the U.S., eighteen (18) or older, as of the date of entry, who: (a) are eligible to enroll in one of Sponsor’s SparkED programs, available at <https://www.alteryx.com/sparked>, and receive a Designer license (as reasonably determined by Sponsor), (b) have an active e-mail account and Internet access as of the beginning of the Contest Period, and (c) who submit proof of receiving at least one Alteryx Designer Core Micro-Credential on the certification submission form available at <https://form.asana.com/?k=n6-kkfZakKGEkdHijNEV8A&d=15617044663799>. Employees of Sponsor and its parent company, affiliates, subsidiaries, advertising, promotion, fulfillment or other coordinating agencies, individuals providing services to Sponsor through an outsourcer or temporary employment agency during the Contest Period, and their respective immediate family members and persons living in their same household, are not eligible to participate in the Contest. All requested information on the Contest Website (defined below) must be completed to enter the Contest and to be eligible to win a prize. Sponsor will not be liable for any entry that is lost, intercepted or not received by Sponsor.

4. System & Hardware Requirements. In order to participate in the Contest, for the duration of the entire Contest Period, each individual participant is responsible for supplying such participant’s own working laptop or desktop computer device with Wi-Fi capability for Internet access and the minimal system requirements necessary to download, access, and/or use Designer. Individuals not meeting the requirements of this Section 4 will be unable to participate in the Contest and their participation will be forfeited.

5. How to Enter. Eligible participants may enter the Contest as follows:

Registration. During the Contest Period, visit the Contest registration page available at <https://info.alteryx.com/sparkED-datathon-dallas-2024.html> (the “**Contest Website**”) and follow the instructions on the Contest Website to register for the Contest. The first 200 eligible entrants to register for the Contest on the Contest Website will qualify to participate in Round 1 (discussed below) of the Contest.

Virtual Kick-Off. Participants must attend the virtual kick-off of the Contest, available at <https://nam02.safelinks.protection.outlook.com/ap/t->

59584e83/?url=https%3A%2F%2Fteams.microsoft.com%2F%2Fmeetup-join%2F19%253ameeting_YmFkNzI4ZTYtZGMzMj00ZjcwLWEyZjAtMGZhZGYyYTU5Mjdi%2540thread.v2%2F0%3Fcontext%3D%257b%2522Tid%2522%253a%2522522f39d9-303d-488f-9deb-a6d77f1eafd8%2522%252c%2522Oid%2522%253a%252208cee7e2-1c51-44e5-b628-d87924821b1b%2522%257d&data=05%7C02%7Cmarcus.harjani%40alteryx.com%7Ca5fde0747ff14626bd0308dc2cf03d81%7C522f39d9303d488f9deba6d77f1eafd8%7C0%7C0%7C638434657541988037%7CUnknwn%7CTWFpbGZsb3d8eyJWljoicjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IjEhaWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=KchM%2FQ%2BqHDsfYofH54Vzw5TX%2FHKYUUjGhprP4TORDi8%3D&reset=0 on March 19, 2024 , from 12:00 PM CT to 1:00 PM CT.

Round 1 – The Data Challenge. To participate in Round 1 of the Contest, each of the participants must attend Round 1 in person at University of Texas, Dallas, Naveen Jindal School of Management, at 800 W Campbell Road, Richardson, Texas 75080 (“**JSOM**”) on April 5, 2024, from 8:00 AM CT to 4:00PM CT (“**Round 1 Period**”). Round 1 is a time-based challenge. Sponsor will assign participants to teams of up to four (4) individuals. Teams will be equally balanced by either number of participants assigned to a given team and/or skill sets and/or certifications of participants on such team. Each team will be assigned a unique real-world data challenge of Sponsor’s choice. Each team will have a maximum of four (4) hours to complete their analysis of such data challenges and ten (10) minutes to present such findings (each, a “**Round 1 Submission**”) to a panel of judges (described in Section 7 below). Limit one (1) Round 1 Submission per team for Round 1. The members of the three (3) teams with the highest point total (described in Section 7 below) for their Round 1 Submission will be eligible to participate in Round 2 (“**Finalists**”).

Round 2 – Final Speed Round. To participate in Round 2 of the Contest, each of the Finalists must attend Round 2 of the Contest in person at JSOM on April 5, 2024, from 4:00 PM CT to 5:00 PM CT (“**Round 2 Period**”). Round 2 is a time-based challenge with two (2) winning teams that will be selected based on the order in which the Finalists submit the correct solution to the challenge (each, a “**Round 2 Submission**,” and together with the Round 1 Submissions, the “**Submissions**”) during the Round 2 Period. Each member of the first team to submit the correct solution (the “**First Prize Team**”) and the second team to submit the correct solution (the “**Runner-up Team**”) will receive a prize (as described in Section 8 below, each a “**Winner**”).

6. Submission Requirements.

Each of the Submissions must demonstrate use of Designer. As a participant in Sponsor’s SparkED programs, you are eligible to use a free trial of Designer, subject to the terms and conditions Alteryx End User License Agreement (available at <https://www.alteryx.com/end-user-license-agreement>) and any other applicable terms on the website. In addition to Designer, you may use third-party software (“**Third-Party Software**”) solely to prepare your Submissions. As communicated to you by Sponsor, you may also be required to use data available through the City of Dallas OpenData (“**OpenData**”) solely to prepare your Submissions. For clarity, you will be solely responsible for procuring any such OpenData or Third-Party Software and, in the event you download, access, and/or use OpenData or Third-Party Software to prepare your Submissions or your team’s Submissions, you represent and warrant that you possess sufficient rights to download, access, and/or use such OpenData or Third-Party Software and comply with any and all additional terms that may apply to such OpenData or Third-Party Software.

Submissions must not include: (a) content that violates any third-party rights; or (b) any other content that Sponsor determines is not reasonably related to the Contest. By entering a Submission, you further

represent and warrant that each Submission: (i) is your original work and does not violate any applicable law or regulation; and (ii) complies with all requirements of these Official Rules.

Submissions will not be returned. Sponsor does not claim any ownership rights in your Submission and nothing in these Official Rules will be deemed to restrict any rights that you may have to use and exploit your Submission. By entering the Contest and/or submitting any Submission, you hereby grant to Sponsor a worldwide, irrevocable, perpetual, non-exclusive, transferable, royalty-free, fully paid-up license (with the right to sublicense) to use, copy, adapt, modify, distribute, license, sell, transfer, display, perform, transmit, and otherwise exploit such Submission in any form, medium or technology now known or later developed, in whole or in part, for Sponsor’s commercial and non-commercial use. You agree that Sponsor has no obligation to provide any compensation to you for your Submission or the licenses granted herein.

7. Judging and Determination of the Winners.

Each of the Round 1 Submissions and Round 2 Submissions will be judged by the following panel of judges: at least one (1) representative of Sponsor who is an expert user of the Sponsor’s products and at least one (1) representative of a customer of Sponsor who is an expert user of the Sponsor’s products. The judges will assign points based on the following judging criteria and available points for each criterion:

Judging Criteria for Round 1:

Section 1: Storytelling	
Clarity of story	/5
Organization of presentation	/5
Creativity	/5
Story elevates analysis	/5
Section 2: Data Analysis	
Well-Constructed use case	/5
Data used	/5
Charts / Graphs are helpful in portraying information	/5
Insights are valuable for the stated problem	/5
Clarity and efficiency of presentation	/5
Section 3: Alteryx Workflow	
Ease of implementation	/5
Automation	/5
	55

As described herein, the Finalists will be comprised of the members of the three (3) teams submitting Round 1 Submissions that earn the most points based on the judging criteria above, such Finalists will receive the opportunity to participate in Round 2.

If any ties must be broken to determine the winning team in Round 1, the judges will choose the winning team based on the team with the highest score in order of the following sections until no tie remains: Section 2: Data Analysis, Section 3: Alteryx Workflow, and Section 1: Storytelling. The decisions of the judges will be final.

8. Prizes and Odds. The prizes to be awarded from the Contest are as follows:

(a) First Place Prize. Each member of the First Prize Team will receive the following: Cash prize of three thousand United States dollars (\$3,000 USD), approximate retail value (“ARV”) of \$3,000 (US).

(b) Runner-Up Prize. Each member of the Runner-up Team will receive the following: Cash prize of two thousand United States dollars (\$2,000 USD), ARV of \$2,000 (US).

Total ARV of all prizes to be awarded: up to \$20,000 (US), depending on team sizes.

The odds of winning a prize depend on the total number of eligible Submissions received and the skill of the participants. No substitution of prizes is permitted, except at the sole option of Sponsor for a prize of equal or greater value. Sponsor will not replace any lost or stolen prizes. Winners are solely responsible for any and all federal, state, provincial and local taxes, if any, that apply to prizes.

9. Notification of Winners. Finalists, and Winners will be notified within a reasonable period of time after the conclusion of each round. Winners will be required to sign and return an affidavit of eligibility and publicity/liability release in order to receive a prize. If a selected Winner cannot be contacted, is ineligible, fails to claim a prize, fails to complete any required affidavit of eligibility or publicity/liability release within the days specified in the notification or thirty (30) days after such notification, whichever comes first, and/or fails to comply with any of the Official Rules, the prize may be forfeited and an alternate potential winner may be selected from remaining eligible participants who have timely submitted a valid Submission.

10. Disclaimers.

(a) Sponsor is not responsible for (i) late, lost, delayed, damaged, incomplete, illegible, misdirected or undeliverable entries or Submissions, responses, or other correspondence, whether by email or otherwise; (ii) theft, destruction, unauthorized access to or alterations of entry materials; or (iii) phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties.

(b) IN NO EVENT WILL SPONSOR BE LIABLE TO YOU 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 YOUR PARTICIPATION IN THE CONTEST, INCLUDING WITHOUT LIMITATION USE OF ANY DATA SETS PROVIDED TO YOU DURING THE CONTEST PERIOD, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT SPONSOR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SPONSOR’S AGGREGATE LIABILITY TO YOU ARISING WITH RESPECT TO THESE OFFICIAL RULES WILL NOT EXCEED \$100. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above limitation or exclusion may not apply to you.

11. Indemnification. You agree to indemnify, defend and hold Sponsor and its parent, affiliates, subsidiaries, directors, officers, employees, sponsors and agents, including advertising and promotion agencies, and assigns, and any other organizations related to the Contest (collectively, the “Indemnitees”), harmless, from any and all claims, injuries, damages, expenses or losses to person or

property and/or liabilities of any nature that in any way arise from participation in this Contest or acceptance or use of a prize or parts thereof, including without limitation (a) any third party claims made in connection with your Submissions, or any representations and warranties made by you in connection with your Submissions; and (b) any injuries, losses, or damages (compensatory, direct, incidental, consequential or otherwise) of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Contest.

12. Publicity. By participating in the Contest, you hereby grant Sponsor a non-exclusive, royalty-free, fully paid-up, fully transferable, perpetual, irrevocable, worldwide license (with the right to sublicense) to use, reproduce, exhibit, display, print, distribute, publish and broadcast, without any obligation to compensate you, your name, city/state, picture, portrait, image, voice, likeness, and all other aspects of your personality and identity, biography, and statements contained in your Submission or relating to your participation in the Contest, including in any and all of Sponsor's advertising marketing and promotional materials, worldwide and in any media now known or hereafter developed, including but not limited to the world wide web, except where prohibited by law, and without notice, approval or review by you.

13. Additional Conditions. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Contest in whole or in part, if in Sponsor's opinion (a) the Contest is not capable of running as planned by reason of the occurrence of any event beyond its control including, but not limited to, fire, flood, epidemic, pandemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications, equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Contest by any party, or any federal, state, local or provincial government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsors' control, or (b) any other factors beyond Sponsor's reasonable control that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, in all instances without liability to the entrants. Sponsor also reserves the right to disqualify any entrant or Winner, as determined by Sponsor, in its sole discretion.

14. Governing Law and Choice of Forum. These Official Rules are governed by the law of the State of California, without reference to rules governing choice of laws. Any action, suit or case arising out of, or in connection with, this Contest or these Official Rules must be brought in either the state or federal courts located in Orange County, California.

15. Personal Information. Information submitted by you in connection with your registration and participation in the Contest (including your personal data) will be used for administering and promoting the Contest and the Sponsor's products (including sharing your information with third parties) and other related business purposes, and in accordance with Sponsor's privacy policy available at <https://www.alteryx.com/privacy-policy>.

16. Winner's List, Official Rules. For a list of Winners, send an email message to Bhumika Patel (bpatel@alteryx.com) with "Winner's List" as the email subject and the Contest name specified in the body of the email. Requests must be received within four (4) weeks of the end of the Contest Period.

17. Sponsor's Address: 17200 Laguna Canyon Rd, Irvine, CA 92618