

Sonar Sends Customer Incentive Program 10.31.2025

# **TRIPLE WHALE CUSTOMER INCENTIVE PROGRAM OFFICIAL TERMS**

## **1. PROGRAM PERIOD**

Each Triple Whale customer incentive program (each, a "Program") will have specific start and end dates as announced in the official program communications. All times referenced are Eastern Time ("ET") unless otherwise specified.

## **2. SPONSOR**

All Programs are sponsored by Triple Whale, Inc., a Delaware corporation, located at 266 North 5th Street, Columbus, Ohio 43215 ("Sponsor").

## **3. ELIGIBILITY**

Each Program is open to business entities worldwide that:

- a. Are legally operating businesses in their respective jurisdictions
- b. Have an authorized representative who is 18 years of age or older to act on behalf of the business
- c. Maintain an active paid subscription to Sponsor's services
- d. Complete all qualification requirements as specified in the official program communications during the applicable program period

Excluded where prohibited by local law.

## **4. QUALIFICATION REQUIREMENTS**

## PRIVILEGED & CONFIDENTIAL

**Program Requirements:** Specific qualification criteria and deadlines for each Program will be detailed in the official program communications. All requirements must be completed during the applicable program period and will be verified through Sponsor's platform records.

**Verification:** Sponsor will verify all qualifications based on account activity records and the specific criteria announced for each Program. Participants who cannot be verified as meeting requirements will be disqualified.

**One Qualification Per Business:** Each qualifying business entity may earn one (1) qualification per Program regardless of activity beyond the minimum requirements.

## 5. REWARDS

**Reward Details:** The number of recipients, reward amounts, and total reward pool for each Program will be specified in the official program communications.

**Reward Delivery:** Rewards will be delivered to the qualifying business entity via electronic transfer or business check within sixty (60) days of recipient verification. Payment will be directed to the business's finance team or account administrator as designated in the recipient's Triple Whale account.

**Reward Values:** All reward values are stated in USD.

**International Recipients:** For recipients outside the United States, Sponsor may withhold applicable taxes as required by law and will provide appropriate documentation. Recipients are responsible for compliance with their local tax obligations.

## 6. RECIPIENT SELECTION AND NOTIFICATION

Recipients will be selected through the method specified in each Program's communications (random selection, first-qualified, or other criteria as announced).

**Notification:** Recipients will be notified via email to the address associated with their Triple Whale account within five (5) business days of selection. Recipient announcements may also be made through Sponsor's official channels as specified in the program communications.

**Recipient Response:** Recipients must respond to notification within ten (10) business days and complete all required verification and tax documentation. Failure to respond timely may result in disqualification and selection of an alternate recipient.

## 7. GENERAL CONDITIONS

**Taxes:** Recipients are solely responsible for all federal, state, and local taxes on rewards. Sponsor will issue IRS Form 1099 for business income as required by law.

**Verification:** All recipients subject to verification of eligibility and compliance with these Terms and the specific program requirements. Sponsor reserves the right to disqualify any recipient who cannot be verified or who has violated these terms.

**Publicity:** By participating, businesses grant Sponsor the right to use their business name and participation for promotional purposes without additional compensation, except where prohibited by law.

**Limitation of Liability:** By participating, businesses agree to release and hold harmless Sponsor from any and all liability, claims, or actions arising from participation in any Program or receipt/use of any reward.

**Program Changes:** Sponsor reserves the right to modify, suspend, or terminate any Program at any time for any reason, including but not limited to technical difficulties, fraud, or other causes beyond Sponsor's reasonable control.

**Disputes:** Any disputes will be resolved individually through binding arbitration in Delaware under the rules of the American Arbitration Association.

## 8. RECIPIENT LIST

For a list of recipients from any specific Program, send a written request to: Triple Whale, Inc., 266 North 5th Street, Columbus, Ohio 43215, Attn: [Program Name] Recipients, within sixty (60) days of the end of the applicable program period.

## 9. GOVERNING LAW

All Programs are governed by the laws of Delaware, without regard to conflict of law principles.

---

VOID WHERE PROHIBITED. All Promotions are subject to applicable federal, state, and local laws and regulations.