

Terms and Conditions

Sony Bird Race 2026

Sony Electronics (Singapore) Pte. Ltd. ("**Sony**") is responsible for this **Sony Bird Race 2026** ("**Contest**").

Sony reserves the right to cancel or amend the Contest and the terms and conditions of this Contest ("Terms and Conditions") at any time without prior notice. Any changes will be posted on the Site.

Qualifying Participants

1. Participants who are below the age of 18 years old are required to obtain the consent of their parents or guardians to participate in this Contest.
2. You warrant to indemnify Sony against any and all claims in relation to your participation of this Contest and breach of its Terms and Conditions contained herein. Sony's rights are hereby expressly reserved.
3. Sony reserves the right to disqualify and/or exclude any entries from the Contest, for any reason and for no reason, including without limitation, violation of any portion of these Terms and Conditions.
4. You ("Participant" or "You") are eligible to join the Contest only if you agree to and accept the following terms and conditions ("Terms and Conditions")

Contest Rules

1. Contest period is from 22 August 2026 until 23 August 2026 ("Contest Period").
2. Entry fees are SGD 10.00 which includes the race pack.
3. The registration for the Contest will commence on 22 August 2026 at 0700hours. Participants are required to register in person and, upon request, produce photographic identity documents for verification purpose.
4. The Sony Bird Race 2026 will commence at 0800 hours on 22 August 2026 until 1200 hours on 23 August 2026.
5. All photo submission must be done by 1200 hours on 23 August 2026. Any late submission will not be entertained.
6. All photos must be taken during the Sony Bird Race 2026.
7. Photos may be captured on any device, except smartphones, in any part of Singapore during the Contest Period. Any submission found to have be captured outside of the Contest Period shall be disqualified.
8. The welfare of the birds and nature must come first. Nested, caged, restrained, injured or dead birds or birds declared by the judges as escapees cannot be counted. Participants who are found to have caused harm or damage to any wildlife birds or natural surroundings may be disqualified.
9. Attracting birds with audio equipment is totally prohibited.
10. Participants will judged on a marks basis. Winner will be with the most marks awarded by the judges.
11. Image must be in Jpg format. Edited photo such as denoise is acceptable. Heavy Ai edited will be disqualified. Each winner will be called to check Raw images and verification on 23 August between 1430 to 1530 hours.

12. Participant guarantees that the Entry he/she is submitting is original and has not been previously published, for which the participant owns all necessary rights thereof. If found otherwise, he/she will be obligated to refund/return any rewards / prizes back to Sony.
13. Sony has the right to use submitted photo for Sony Digital marketing activity by mentioning the photographer.
14. Any participant breaching the rules and regulations of the race will be disqualified.
15. The judges' decision is final.

Judging Criteria

1. Photo submission to be done by 1200 hours on 23 August 2026.
2. File to be named via Name, Phone Number, Category, Theme (e.g. Daniel_Lim_01234567_C5_T3)
3. Judging will be based on Exposure Accuracy, Focus Accuracy, Color Accuracy and Creativity (Composition and Story) and Competition Theme.
4. The maximum size of the Entry shall not exceed 10MB.
5. Entries containing watermarks (including photo edits) may not be entered.
6. Theme for the Sony Bird Race 2026 and the further particulars will be announced by Sony on 22 August 2026.
7. Winner will be announced by 1700 hours on 23 August 2026

Contest Entries

1. By submitting an entry for the Contest ("Entry"), you thereby (a) specifically authorize Sony to use and/or have third parties to use such entry in whole or in part, throughout the world, in perpetuity in or on any and all media, now known or hereafter devised, and alone or together or as part of other information, content and/or material of any kind or nature for the marketing purpose; (b) represents and warrants that all elements contained in the Entry (i) is original to you or fully cleared for use as contemplated herein, (ii) does and will not, in any way, violate or breach any of the terms of any other agreement you may be a party to, (iii) is not unlawful information, infringes or violates any copyright or other right (including the image rights), (iv) does not contain libelous, tortuous, or the publication or sale of which will violate any federal or state statute or regulation, (iv) is not obscene or in any other manner unlawful, and (v) shall not require Sony to pay or incur any sums to any person or entity as a result of Sony's use or exploitation of the same. You shall indemnify and hold harmless Sony and its affiliates from and against any claim, action, damage, loss and costs and expenses (including legal fees and professional fees) arising from or in connection with any breach of the foregoing.
2. Participants are personally responsible to ensure that submitted entries are successfully uploaded. Any technical errors that result in failure to submit the entries within the Contest Period will render a disqualification.
3. Sony reserves the right to disqualify all Entries that do not meet the rules and regulations of the Contest as described in these Terms and Conditions. These include Entries submitted with invalid or incorrect information.
4. Acceptance of participation in the Contest and/or prizes shall constitute consent on the participant's part to allow the use by Sony of the participant's name, nickname, image, voice, likeness and/or the fact that the participant participated in the Contest or won any prizes for editorial, advertising, promotional, marketing and/or other purposes without further notice or compensation, except where prohibited by law. Acceptance of any participation and/or prizes shall constitute a release and discharge of Sony and/or its authorized representatives by each participant from any and all liability, claims, demands, causes of action, and/or damages which the participant may have, whether known or unknown at the present time, of any nature whatsoever, arising out of or relating to: (i) the Contest, (ii) personal injury and/or property damage, theft or loss suffered by the participant as a result of the use and/or enjoyment of the Contest or prizes, and/or (iii) any tax liabilities in relation to the Contest, prizes and/or use or enjoyment of the same.

5. Participants agree to be contacted by Sony or its authorized representatives to participate in public relations events tied to the Contest to generate press coverage of the Contest and the accessories range. This may include, but not be limited to, quotes given for inclusion in press releases and press conferences, interviews, etc.
6. Unfair or unethical methods of participation may result in disqualification.

Prizes

1. Sony shall have the right to request a Winner to produce his/her valid identity documents for verification. Failure to comply will result in disqualification from the Contest.
2. In the event that a Winner (i) is not present at the prize awarding ceremony; (ii) has breached any Terms and Conditions herein; or (iii) his/her entry is invalid for whatever reasons, his/her Prize will be forfeited and Sony shall be entitled to select another Winner.
3. In the event that any Winner is disqualified from the Contest, Sony, at its sole discretion, may decide whether a replacement Winner should be selected. In this event, any further Winner will be selected on the same criteria as set out in the Terms and Conditions. Sony can repeat this process any number of times until it has selected a satisfactory Winner in accordance with these Terms and Conditions.
4. Sony's decision for all Winners is final.
5. Sony has the final decision pertaining to any dispute on selection of Winner. Any appeals made including appeals to check the status of the Contest entries, will not be entertained.
6. The Prizes for the Contest will be announced on the Contest Website prior to the commencement of the Contest
7. Prizes are non-transferable and non-exchangeable for cash and may be subject to availability. Sony reserves the right to replace any prizes with items of similar value without prior notice.
8. Acceptance of any prize shall constitute consent on the Winner's part to allow the use of the Winner's name, image, voice and/or likeness by Sony for editorial, advertising, promotional, marketing and/or other purposes without further compensation except where prohibited by law. Acceptance of any prize shall constitute a release and discharge of Sony by each Winner from any and all liability, claims, demands, causes of action, and/or damages which the Winner may have, whether known or unknown at the present time, of any nature whatsoever, arising out of or relating to: (i) the Contest, (ii) personal injury and/or property damage, theft or loss suffered by the Winner as a result of the use and/or enjoyment of the prize, and/or (iii) any tax liabilities in relation to the Contest, prize and/or use or enjoyment of the same.
9. Winners agree to be contacted by Sony or its authorized representatives to participate in public relations events tied to the Contest to generate press coverage of the Contest and the accessories range. This may include, but not be limited to, quotes given for inclusion in press releases and press conferences, interviews, etc.
10. Sony reserves the right to withhold Prizes pending verification of the Winner's compliance with the Terms and Conditions of the Contest.
11. Sony's decision regarding the award of all prizes, and/or in every situation including any not covered in these Terms and Conditions, shall be final and binding on all participants in the Contest, and no queries, themes or appeals may be made or entertained regarding Sony's decision on the same. The receipt by any Winner of any prize under this Contest is conditional upon compliance with any and all applicable laws, rules and regulations.

Liabilities

1. Sony cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any entrant entering the Contest or as a result of entering the Contest or accepting any prize. Sony is not responsible for any safe custody, return, non-delivery or missing of entries, late, misdirected, problems or technical

malfunction of any telephone network or lines, computer on-line systems, servers, or providers, computer equipment, software failure of any email or entry to be received on account of technical problems or traffic congestion on the Internet, telephone lines or at any app, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile telephone related to or resulting from participation or downloading any materials in the Contest.

2. By entering the Contest or accepting the prizes, you agree that no claim relating to such losses or injuries (including special, indirect and consequential losses) shall be asserted against Sony, its parent companies, affiliates, directors, officers, employees or agents from any and all losses, damages, rights, claims and actions of any kind resulting from the Contest and acceptance of any prize, including without limitation, personal injuries, death and property damage.
3. By submitting the Contest entries, you agree and warrant that you shall not submit any content (a) that is hateful, threatening, or pornographic; incites violence; or contains nudity or graphic or gratuitous violence; (b) that violates any law, statute ordinance or regulation (including, but not limited to, those governing export control, consumer protection, unfair competition, anti-discrimination or false advertising); that is, or may reasonably be considered to be, defamatory, libelous, hateful, racially or religiously biased or offensive, unlawfully threatening or unlawfully harassing to any individual, partnership or corporation; (c) on behalf of any merchant or manufacturer, or for which you were compensated or granted any consideration by any third party; (d) that includes any information that references other apps, addresses, email addresses, contact information or phone numbers; or (e) that contains any computer viruses, worms or other potentially damaging computer programs or files.

Use of Personal Information

1. All information, including personal information ("Information") submitted or known to Sony and/or its affiliates in connection with this Contest will only be used for the purposes set out in and treated in accordance with these Terms and Conditions and those stipulated in the Privacy Policy of Sony at <https://www.sony-asia.com/microsite/privacypolicy/sg/> ("Privacy Policy").
2. In addition to those stipulated in the Privacy Policy, by entering the Contest, you agree:
 - (a) to the use of the Information, without compensation, for Sony's promotional and marketing purposes; and
 - (b) to the use of the Information, without compensation, for the purpose of administration in relation to the Contest.

Miscellaneous

1. Sony reserves the right, in its sole discretion, to terminate or suspend this Contest without any liability to you should there be unforeseeable events which in Sony's absolute opinion may jeopardize the process of the Contest.
2. Sony reserves the right to amend/change the Terms and Conditions and the prizes without any liability to the participants.
3. In the event of disputes regarding the Contest or the Terms and Conditions of the Contest, Sony shall have the right to make the final decision.
4. The Terms and Conditions of this Contest shall be governed by and construed in accordance with the laws of Singapore.