

# Official Rules

## WatchGuard AI Innovation Challenge

### 1. Sponsor

The sponsor is WatchGuard Technologies, Inc., 255 S King St., Suite 1100, Seattle, WA 98104, USA (“WatchGuard,” “Sponsor,” “we,” or “us”).

### 2. Eligibility

This is a skill-based competition open only to business entities that are WatchGuard managed service provider (MSP) partners, resellers, or prospective partners, entering through an authorized representative who is at least 18 years old and is acting within the scope of their authority for that entity.

The competition is open only to entities located in, and representatives resident in, the following participating countries: Australia; Austria; Belgium; Bulgaria; Canada (excluding Quebec); Croatia; Cyprus; Czech Republic; Denmark; Estonia; Finland; France; Germany; Greece; Hungary; Iceland; Ireland; Israel; Japan; Latvia; Liechtenstein; Lithuania; Luxembourg; Netherlands; New Zealand; Norway; Poland; Portugal; Romania; Singapore; Slovakia; Slovenia; Spain; Sweden; Switzerland; Taiwan; United Kingdom; United States.

Additional jurisdictions may be added during the Competition Period; the current list of participating countries is available on the entry form and at <https://www.research.net/r/WatchGuard-AI-Innovation-Challenge-2026>. The competition is void in all other jurisdictions and wherever prohibited or restricted by law.

#### **The competition is not open to:**

**(a) Sanctions / denied-party exclusions.** Any entity located in or organized under the laws of, or any individual resident in, any country or region subject to comprehensive U.S. sanctions or embargo (including Cuba, Iran, North Korea, Syria, Russia, Belarus, and the Crimea, Donetsk, and Luhansk regions of Ukraine); or any person or entity that is a designated, restricted, denied, or sanctioned party under any U.S., EU, UK, UN, or other applicable sanctions list, or that is 50% or more owned or otherwise controlled by any such party.

**(b) WatchGuard-affiliated persons.** WatchGuard’s officers, directors, employees, contractors, and agents; the judges; the immediate family (spouse, parent, child, sibling, and their respective spouses) and household members of any of the foregoing; and any entity owned or controlled by any of the foregoing.

**(c) Government and government-adjacent entities.** Any (i) national, federal, regional, state, provincial, municipal, or local government body, agency, ministry, authority, department, or instrumentality; (ii) state-owned or government-affiliated enterprise; (iii) political party, political

party official, or candidate for public office; or (iv) any employee, officer, contractor, or agent of any of the foregoing.

By entering, the entrant represents and warrants that (i) it and its representative meet all eligibility requirements above, (ii) neither the entrant nor its representative is located, resident, or organized in an excluded jurisdiction, (iii) neither is a designated, restricted, denied, or sanctioned party, and (iv) neither is a government or government-adjacent entity or a person entering in such a capacity. WatchGuard may require additional certifications, documentation, or beneficial-ownership information from any entrant or winner to verify eligibility.

### 3. No Purchase or Payment Necessary

No purchase, payment, or business commitment of any kind is necessary to enter or to win, and none will improve an entrant's chance of winning. The winner is selected solely on the merit of the submission as judged under Section 7.

### 4. Competition Period

The competition opens on July 2, 2026, and submissions must be received by 11:59 p.m. Pacific Time on July 29, 2026 (the "Competition Period"). The grand-prize winner will be selected and notified on or about August 5, 2026. Sponsor's clock is the official timekeeper.

### 5. How to Enter

During the Competition Period, complete and submit the official entry form at <https://www.research.net/r/WatchGuard-AI-Innovation-Challenge-2026>. Each entry must include the entrant entity's legal name, country, the representative's name, business email, and role, the required Rules-acceptance and eligibility self-certification (submitted via the required checkbox on the last page of the entry form), and the submission described in Section 6.

Entry limit: up to 10 submissions per person. Entries that are incomplete, late, illegible, or that do not meet these Rules may be disqualified. Automated, scripted, or bulk entries are void.

### 6. Submission Requirements

Each submission must describe, in the entrant's own words, an idea, concept, or proposal for an AI-powered agent, automation, or capability relevant to MSPs, and the other information called out as required on the official entry form. The submission must be the entrant's original work; must not infringe or misappropriate any third party's intellectual property, confidentiality, or other rights; and must not contain unlawful, infringing, or offensive material, or any third party's confidential information, personal data of any individual other than the representative, classified information, or export-controlled or trade-secret material.

### 7. Judging

This is a skill-based competition. There is no element of chance.

A panel of WatchGuard judges will evaluate each eligible submission against the following weighted criteria (100 points total):

Criterion	Weight
Relevance and value to MSPs — how directly the concept addresses a real MSP workflow, security, service-delivery, or economic problem	30
Originality and innovation — novelty of the approach relative to solutions already available in the market	25
Technical feasibility — whether the concept is realistically buildable with reasonable data, architecture, and timeline	20
Alignment with WatchGuard’s platform direction — fit with the Unified Security Platform, Firebox, Endpoint, Identity, and MDR portfolios	15
Clarity and completeness — the submission is specific, well-explained, and complete per Section 6	10

The eligible submission with the highest total score is selected as the grand-prize winner.

**Tiebreaker (non-random):** the tied submissions will be compared on (i) score for “Relevance and value to MSPs,” then (ii) score for “Technical feasibility,” then (iii) unanimous judge selection based on which tied submission is most immediately actionable by WatchGuard. The judges’ decisions are final and binding.

## 8. Prize

One (1) grand prize will be awarded to the winning entity, consisting of:

- A VIP trip to WatchGuard’s IMPACT North America Partner Conference (Nashville, TN, October 5–7, 2026) for the winning entity’s representative and one guest, including: conference registration for both attendees; 3 nights’ hotel accommodations at Sponsor’s designated conference hotel (one room); round-trip economy-class airfare from the major international airport nearest the winner’s home city; and ground transfers between airport and hotel.
- A one-on-one meeting (up to an hour, in person at IMPACT or by video within 6 months of the winner announcement) with a WatchGuard senior executive selected by the winner, subject to reasonable availability.

**Approximate Retail Value (ARV):** US\$5,500–US\$9,500, depending on the winner’s origin airport, booking dates, and hotel availability. The higher end reflects long-haul travel from outside the United States; the lower end reflects short-haul travel from within the United States or Canada. Actual value at time of award will be reported for tax purposes under Section 11 if required.

The prize is awarded to the entrant entity, is non-transferable, and cannot be exchanged for cash. No substitution except by Sponsor, which may substitute a prize of equal or greater value. Travel to the

United States by a non-U.S. winner is subject to the winner obtaining any necessary visa or travel authorization; Sponsor is not responsible for a winner's inability to travel.

## 9. WatchGuard Development Investment

Separate from the prize described in Section 8, WatchGuard intends to invest up to US\$100,000 to develop the winning concept into a product or capability. This development investment is not a prize, is not awarded or paid to any entrant, and is undertaken at WatchGuard's sole discretion. WatchGuard will develop, and will own, any product or capability it creates (see Section 10). The actual amount, scope, and timing of any development are determined by WatchGuard in its sole discretion. Any development WatchGuard elects to pursue with a winning entrant would be governed by a separate written agreement.

## 10. Intellectual Property and Submission Terms

**License from all entrants.** By entering, each entrant grants WatchGuard a worldwide, perpetual, irrevocable, royalty-free, fully paid-up, sublicensable, and transferable license to use, reproduce, modify, adapt, translate, create derivative works from, publicly display and perform, distribute, and otherwise exploit its submission, in whole or in part, in any media now known or later developed, for any purpose, including, but not limited to, internal research and development, competitive analysis, product development, and marketing.

**Assignment (common-law markets).** The winning entrant, and any entrant whose submission WatchGuard elects to develop, hereby assigns to WatchGuard all right, title, and interest (including all intellectual property rights) in and to its submission and any product, feature, or capability derived from it, and agrees to execute reasonable documents to confirm that assignment. This paragraph applies to entrants located in Australia, Canada (excluding Quebec), Ireland, New Zealand, Singapore, the United Kingdom, and the United States.

**Exclusive license and assignment of exploitation rights (civil-law markets).** For entrants located in Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Israel, Japan, Latvia, Liechtenstein, Lithuania, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, or Taiwan, and to the extent full assignment of authors' rights is not permitted under applicable local law:

(a) the winning entrant, and any entrant whose submission WatchGuard elects to develop, grants WatchGuard the broadest possible **exclusive, worldwide, perpetual (for the maximum term permitted by law and any extensions or renewals), irrevocable, royalty-free, fully paid-up, transferable, and sublicensable license** to use, reproduce, modify, adapt, translate, create derivative works from, publicly display and perform, distribute, and otherwise commercially exploit the submission and any resulting product, in all forms of exploitation now known or later developed, and for all types of use (including uses not yet known or anticipated at the time of the grant, to the extent permitted by local law);

(b) the entrant additionally **assigns to WatchGuard all economic, patrimonial, and exploitation rights** in the submission and any resulting product to the maximum extent assignable under applicable law, and agrees to execute any documents (including any specific written instruments required under German UrhG, French Code de la propriété intellectuelle, Spanish LPI, Dutch Auteurswet, or comparable statutes) reasonably necessary to perfect that assignment; and (c) to the maximum extent permitted by applicable law, the entrant **irrevocably waives, or agrees not to assert or enforce, its moral rights** (including the rights of paternity/attribution, integrity, disclosure, withdrawal, and to object to derogatory treatment) in the submission and any resulting product against WatchGuard, its successors, assigns, sublicensees, and end users; where such waiver is not permitted, the entrant agrees to a covenant not to sue to the same effect.

**Representations.** Each entrant represents that the submission is original; that the entrant entity owns or controls it and has full authority to grant the license and assignment above (including from any employee, contractor, or other author, whether under employment, work-for-hire, or specific written assignment consistent with local law); and that the submission does not infringe or misappropriate any third party's rights.

**No confidentiality; no obligation.** Submissions are not confidential and create no confidential, fiduciary, or other special relationship. WatchGuard has no obligation to review, use, develop, compensate for, or keep confidential any submission.

**Independent development.** Entrants acknowledge that WatchGuard independently develops AI products and may already be developing concepts similar or identical to a submission, and that any such similarity, or WatchGuard's development of similar features, creates no obligation or liability to any entrant.

## 11. Taxes

The winning entrant is solely responsible for all taxes, duties, and levies associated with the prize, including income, withholding, VAT, GST, and equivalent taxes in the winner's jurisdiction. The winner must provide tax documentation (e.g., IRS Form W-9, or for a non-U.S. winner IRS Form W-8BEN/W-8BEN-E or equivalent) as required before the prize is awarded. Sponsor will report prize value (at actual value at time of award) as required. Winners should consult their own tax advisors.

## 12. Privacy and Data

Personal data submitted in connection with the competition is handled in accordance with the **WatchGuard AI Innovation Challenge Privacy Notice** set out at the end of these Rules, which supplements the **WatchGuard Privacy Policy** and, for U.S. residents, the **WatchGuard Notice to U.S. Residents**. Each is available at the WatchGuard Trust Center, <https://www.watchguard.com/wgrd-trust-center>. In case of any conflict specific to the competition, the Privacy Notice below controls.

Cookies set on WatchGuard-owned pages related to the competition (e.g., the AI Innovation Challenge landing page on watchguard.com) are described in the WatchGuard **Cookie Policy** at the Trust Center.

Cookies set on the SurveyMonkey-hosted entry form are described at <https://www.surveymonkey.com/mp/legal/>.

The entry form is hosted by **SurveyMonkey**, which processes entrant personal data on WatchGuard's behalf.

Questions or requests: [privacy@watchguard.com](mailto:privacy@watchguard.com).

### 13. Sanctions, Anti-Corruption, and Compliance with Applicable Law

The competition, and the awarding and receipt of the prize, are conducted subject to Sponsor's trade-compliance, anti-corruption, and legal-compliance programs. Before the prize is awarded, Sponsor will screen the winning entity, its beneficial owners, its authorized representative, and the guest (if any) against applicable sanctions, denied-party, and politically-exposed-persons lists, including the U.S. OFAC SDN and Consolidated Sanctions Lists, the U.S. BIS Denied Persons and Entity Lists, the EU Consolidated List of Persons, Groups and Entities Subject to EU Financial Sanctions, HM Treasury OFSI's UK Consolidated List, and the UN Security Council Consolidated List.

Sponsor may disqualify any entrant or winner, or withhold, delay, or rescind the prize where Sponsor determines in good faith that awarding, delivering, or accepting the prize (i) would violate any applicable sanctions, anti-corruption, tax-withholding, promotions, advertising, data-protection, or other law applicable to Sponsor, the entrant, the representative, or the guest; or (ii) would violate any gift, ethics, procurement, or conduct rule applicable to the entrant, the representative, or their organization.

### 14. Publicity

**(a) Entity name and fact of winning.** Except where prohibited by law, acceptance of the prize constitutes the winning entity's consent to WatchGuard's use of the entity's legal or trading name, logo, country, and the fact that it won the competition, in Sponsor's promotional and marketing materials in any medium worldwide.

**(b) Representative's name, likeness, and quotes.** Any use of the winning representative's or guest's individual name, photograph, video, biographical detail, statements, or likeness for promotional purposes will be conducted only under a separate written publicity release signed by that individual after selection and before any such use. The publicity release is not a condition of receiving the prize; the winning entity may accept the prize without any individual signing the publicity release, in which case Sponsor's publicity will be limited to the entity-level information described in (a).

**(c) EEA / UK / Switzerland / other jurisdictions requiring express consent.** Where applicable data-protection or personality-rights law requires specific, informed, freely-given, and revocable consent for the use of an individual's personal data or likeness for marketing purposes, Sponsor will rely on the publicity release described in (b), which the individual may withdraw at any time (with prospective effect only) by emailing [privacy@watchguard.com](mailto:privacy@watchguard.com). Withdrawal does not affect the entity's receipt of the prize; Sponsor will honor withdrawals with reasonable promptness in materials within its control.

## 15. General Conditions

Sponsor may modify, suspend, or terminate the competition, or disqualify any entrant, if fraud, technical failure, ineligibility, or any factor beyond Sponsor's reasonable control impairs the integrity or proper conduct of the competition, subject to applicable law. To the maximum extent permitted by law, entrants release WatchGuard from any liability arising from participation or the prize, and the competition is provided "as is." These Rules are governed by the laws of the State of Washington, USA, and the parties irrevocably submit to the courts located in King County, WA, except where local law requires otherwise.

## 16. Winner List

The name of the winning entity will be available for 60 days following the notification date described in Section 4, by written request to [securitysolutions@watchguard.com](mailto:securitysolutions@watchguard.com) with the subject line "AI Innovation Challenge Winner Request."

# Privacy Notice

## WatchGuard AI Innovation Challenge

*Last updated: July 2, 2026. This Notice supplements the WatchGuard Privacy Policy and Notice to U.S. Residents available at the WatchGuard Trust Center (<https://www.watchguard.com/wgrd-trust-center>). Capitalized terms not defined here have the meaning given in the Privacy Policy. In case of any conflict specific to the AI Innovation Challenge, this Notice controls.*

### 1. Who we are

**WatchGuard Technologies, Inc.**, 255 S King St., Suite 1100, Seattle, WA 98104, USA, together with its subsidiaries and affiliated companies (including Panda Security, S.L.U.) listed on the **WatchGuard Affiliates** page, is the controller (or, in the U.S., the “business”) for personal data collected in connection with the AI Innovation Challenge.

- **Privacy contact:** [privacy@watchguard.com](mailto:privacy@watchguard.com).
- **Data Protection Officer:** secjur GmbH, WatchGuard’s external DPO. To contact the DPO, email [dpo.watchguard@secjur.com](mailto:dpo.watchguard@secjur.com).
- **EEA, UK, Swiss, and other data subjects** may also raise matters through the WatchGuard affiliate located in your jurisdiction, listed on the WatchGuard Affiliates page.

### 2. What personal data we collect

- **Entrant representative and guest details:** name, business email, business phone (if provided), business role/title, employer name, country, and the fact of representation.
- **Submission content:** any personal data the representative chooses to include (please do not include personal data of anyone other than yourself).
- **Consent record:** the required Rules-acceptance and eligibility self-certification submitted via checkbox on the entry form.
- **Winner-specific data:** tax documentation (IRS Form W-9, W-8BEN, W-8BEN-E, or equivalent), travel-booking data (passport / travel-document details, date of birth, dietary or accessibility needs you choose to share), publicity-release materials (if signed after selection), and any beneficial-ownership or eligibility-verification information required under Rules Section 13.
- **Technical data:** IP address, device and browser information, and access logs collected on the entry form by SurveyMonkey.

Categories collected are consistent with, and further described in, the WatchGuard Privacy Policy under “Information Collected” and, for California residents, the Notice to U.S. Residents at the WatchGuard Trust Center.

### 3. Why we use it and legal bases

Purpose	Legal basis
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Administer the competition, collect and evaluate submissions, communicate with entrants, notify and award prize	Performance of a contract (Art. 6(1)(b)); legitimate interest (Art. 6(1)(f))
Verify eligibility; sanctions, denied-party, and anti-corruption screening	Legal obligation (Art. 6(1)(c)); legitimate interest in trade compliance (Art. 6(1)(f))
Tax reporting and withholding	Legal obligation (Art. 6(1)(c))
Product research and internal analysis of submissions	Legitimate interest in R&D (Art. 6(1)(f))
Fraud prevention, security, and enforcing these Rules	Legitimate interest (Art. 6(1)(f)); legal obligation (Art. 6(1)(c))
Publicity use of the winning entity's name and fact of winning	Legitimate interest in marketing (Art. 6(1)(f))
Use of individual name, likeness, quotes, or photographs of the representative or guest	Consent (Art. 6(1)(a)), via the separate written publicity release described in Rules Section 14(b); revocable at any time

For **U.S. state privacy laws**, the purposes above are business purposes as described in the WatchGuard Notice to U.S. Residents at the WatchGuard Trust Center.

#### 4. Who we share it with

- **WatchGuard affiliates** as listed on the WatchGuard Affiliates page at the WatchGuard Trust Center, to the extent needed to administer entries, deliver the prize, and coordinate local logistics.
- **SurveyMonkey**, our entry-form processor.
- **General WatchGuard sub-processors** as listed on the WatchGuard Sub-Processors page (e.g., Amazon Web Services, Microsoft Azure, Snowflake), where used to host records generated during the competition.
- **Travel-services, hotel, and event-services providers** engaged to deliver the prize.
- **Tax, banking, and compliance-screening vendors** as needed for their services.
- **Judges and internal reviewers**, subject to confidentiality obligations.
- **Legal, tax, audit, and compliance advisors** and **governmental authorities** where required by law.
- **Corporate transactions**. Personal data may be transferred as part of a merger, acquisition, or asset sale, subject to appropriate protections.

#### 5. Cookies

Cookies used on WatchGuard-owned pages related to the competition (e.g., the AI Innovation Challenge landing page on watchguard.com) are described in the WatchGuard Cookie Policy at the WatchGuard Trust Center. Cookies set on the SurveyMonkey-hosted entry form are described at <https://www.surveymonkey.com/mp/legal/> and are limited by WatchGuard's configuration to those strictly necessary to operate the form.

## 6. International transfers

WatchGuard is headquartered in the United States, and personal data may be processed at WatchGuard data centers or those of our sub-processors in the United States, Germany, Ireland, Spain, and Japan and in other locations where WatchGuard, its affiliates, or its service providers maintain facilities.

For transfers of personal data from the EEA, the United Kingdom, or Switzerland to jurisdictions that have not been the subject of an adequacy decision, WatchGuard relies on GDPR-compliant transfer mechanisms, including:

- the **EU-U.S. Data Privacy Framework** (and its UK Extension and Swiss-U.S. counterpart), where applicable;
- the **EU Standard Contractual Clauses** (Commission Implementing Decision (EU) 2021/914);
- the **UK International Data Transfer Addendum**; and
- the **Swiss SCCs** or other appropriate safeguards, where applicable.

SurveyMonkey has entered into the corresponding transfer mechanisms with WatchGuard.

## 7. Your rights

Subject to applicable law, you have the right to access, correct, delete, restrict or object to processing, port, and withdraw consent (including for the publicity release) with prospective effect. You also have the right to lodge a complaint with your local supervisory authority.

Jurisdiction-specific rights include:

- **EEA, UK, Switzerland:** the rights set out in Chapter III of the GDPR / UK GDPR / nFADP.
- **California and other U.S. states:** the rights described in the WatchGuard Notice to U.S. Residents, including the rights to know, delete, correct, limit the use of sensitive personal information, opt-out of “sale” or “sharing” (which WatchGuard does not do), and non-discrimination.
- **Canada (PIPEDA):** access, correction, and complaint to the OPC.
- **Australia (Privacy Act 1988):** access, correction, and complaint to the OAIC.
- **Japan (APPI):** disclosure, correction, addition, deletion, suspension of use, and cessation of third-party provision.
- **Singapore (PDPA):** withdrawal of consent, access, and correction.
- **New Zealand (Privacy Act 2020):** access and correction, and complaint to the Privacy Commissioner.
- **Israel (Protection of Privacy Law 5741-1981):** access and correction.

To exercise any right, email [privacy@watchguard.com](mailto:privacy@watchguard.com).

## 8. Automated decision-making

The competition is judged by a human panel under Section 7 of the Rules. We will not make decisions producing legal or similarly significant effects based solely on automated processing.

## 9. Security

WatchGuard maintains reasonable administrative, physical, and technical measures to protect personal data, consistent with the technical and organizational measures described in the WatchGuard Customer Data Processing Addendum at the Trust Center.

## 10. Contact

- **Questions, complaints, or requests:** [privacy@watchguard.com](mailto:privacy@watchguard.com).
- **Data Protection Officer:** [secjur GmbH, dpo.watchguard@secjur.com](mailto:secjur GmbH, dpo.watchguard@secjur.com)
- **Trust Center:** <https://www.watchguard.com/wgrd-trust-center>