

**OFFICIAL CONTEST RULES:
“THE INSIDE MAN” EPISODE CONCEPT CONTEST (2026)**

THIS CONTEST IS OPEN ONLY TO AUTHORIZED ADMINISTRATORS AND CURRENT EMPLOYEES OF ACTIVE KNOWBE4 SUBSCRIBERS. NO PURCHASE NECESSARY TO ENTER OR WIN. VOID IN THE EXCLUDED JURISDICTIONS LISTED IN SECTION 2.2 AND WHEREVER PROHIBITED BY LAW. SEE SECTION 2 FOR FULL ELIGIBILITY DETAILS.

1. SPONSOR

The sponsor of this contest is **KnowBe4, Inc.**, located at 33 N. Garden Ave., Suite 1200, Clearwater, FL 33755 (“Sponsor”).

2. ELIGIBILITY

2.1 Eligible Entrants: This Contest is open only to individuals who, at the time of entry, are:

- (a) Legal residents of the United States (including D.C.), Canada (excluding Quebec), the United Kingdom, Ireland, Germany, Austria, Switzerland, France, Belgium, the Netherlands, Luxembourg, Sweden, Norway, Finland, Estonia, Latvia, Lithuania, Malta, Cyprus, Singapore, Australia, and New Zealand;
- (b) At least 18 years of age (or the age of majority in their jurisdiction of residence); and
- (c) Current employees (including Authorized Administrators) of an active KnowBe4 subscriber who enter using their valid organizational email address and have obtained permission from their employer to participate (“**Entrant**”).

2.2 Excluded Jurisdictions: For the avoidance of doubt, this Contest is VOID in Italy, Spain, Portugal, Denmark, Poland, Czechia, Hungary, Romania, Bulgaria, Greece, Croatia, Slovenia, Slovakia, Japan, Brazil, Argentina, Chile, the province of Quebec (Canada), and wherever else prohibited by law.

2.3 Employer Permission Required: Entrant acknowledges that they are participating in their professional capacity. By submitting an Entry, Entrant represents and warrants that:

- (a) Their participation and potential acceptance of a prize does not violate their employer’s internal policies, codes of conduct, or anti-bribery/gift regulations; and

(b) They have obtained all necessary permissions from their employer to participate.

2.4 **Government/Public Sector Employees:** Employees of government agencies or public institutions are responsible for ensuring participation complies with all applicable ethics and procurement laws. Sponsor reserves the right to require written proof of employer permission before awarding any prize.

2.5 **Excluded Parties:** Employees, consultants, independent contractors, officers, and directors of Sponsor, its affiliates, advertising agencies, and their immediate family members (spouses, siblings, children, parents) or household members are not eligible.

2.6 **Sanctions Compliance:** The offer and acceptance of the Prize is subject to various economic sanctions and other restrictive trade measures administered by the U.S. and other applicable governments, including, without limitation, the economic sanctions laws and regulations enforced by the U.S. Department of the Treasury's Office of Foreign Assets Control ("OFAC"), 31 C.F.R. §§ 500, et seq..

3. TIMELINE

3.1 **Contest Period:** The "**Contest Period**" begins on March 2, 2026 at 12:00 A.M. US Eastern Time ("ET") and ends when the Winners are announced on May 12, 2026. Sponsor's database clock will be the official timekeeper for this Contest.

3.2 **Contest Phases:** The Contest phases are as follows:

- **Submission Period:** March 2, 2026, at 12:00 A.M. ET – March 20, 2026, at 11:59 P.M. ET.
- **Judging Period (Top 10 Selection):** March 21–22, 2026.
- **Community Voting Period:** March 23, 2026 – March 24, 2026.
- **Finalist Notification:** On or about March 27, 2026.
- **Grand Prize Announcement:** May 12, 2026 (at the Premiere Event).

4. HOW TO ENTER

4.1 **Submit an Entry:** To enter, eligible Entrants must complete the official entry form available at: www.insideman.knowbe4.com, and submit the following (collectively, the "**Entry**"):

- **Entrant Information:** Full name, current employer (Organization), valid organizational email address, and country of residence.

- o Note: Personal email addresses (e.g., Gmail, Yahoo) will not be accepted and will result in disqualification.
- **Episode Concept:** A written description of an original idea for a standalone episode of *The Inside Man*.
- **Setting:** A description of the setting/location.
- **Dramatic Value:** An explanation of what makes the idea unique and suitable for visual storytelling.
- **Optional Assets:** Supporting text, storyboards, or images (if applicable).

4.2 **Entry Limit:** One (1) Entry per Eligible Entrant.

4.3 **Language:** All Entries must be submitted in English.

5. JUDGING & WINNER SELECTION

5.1 This is a contest of skill. Chance plays no part in the determination of the Finalists. Winners will be determined in two stages:

Stage 1: Selection of Top 10 (100% Judge Score) A panel of qualified judges determined by Sponsor (“Judges”) will score all eligible Entries based on the following weighted criteria:

- **Originality and Creativity (40%):** Uniqueness of concept and setting.
- **Relevance to Cybersecurity Themes (30%):** Suitability for *The Inside Man* series tone and educational goals.
- **Dramatic Potential and Entertainment Value (30%):** Narrative tension and storytelling quality. The Top 10 highest-scoring Entries to proceed to Stage 2.

Stage 2: Finalist Selection (80% Community Vote / 20% Judge Score) The Top 10 Entries will be posted to the KnowBe4 Community Forum for peer review. The Finalist Prize Winners will be determined by a composite score:

- **Community Voting (80%):** Based on the total number of verified votes received from eligible Community members.
- **Panel Re-Evaluation (20%):** Based on the Judges’ re-assessment of the production feasibility and quality.
- In the event of a tie, the Entry with the highest “Originality” score from Stage 1 will win.

5.2 **Conduct & Integrity:** Sponsor reserves the right, in its sole discretion, to disqualify any Entrant it finds to be: (a) tampering with the entry process or the operation of the Contest (including “vote farming” or using

bots/scripts); (b) acting in violation of these Official Rules; or (c) acting in an unsportsmanlike, disruptive, abusive, or harassing manner towards other Entrants or Sponsor. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

6. PRIZES

6.1 **Finalist Prizes (3 Winners):** Three (3) Finalists will receive a trip to *The Inside Man* Season 7 Premiere in Orlando, Florida.

- **Inclusions:**
 - **Airfare:** Round-trip coach class air transportation for each Winner to Orlando, FL. Sponsor will cover airfare costs up to a maximum of **\$3,000 USD per person**. Any airfare costs in excess of this limit are the sole responsibility of the Winner.
 - **Hotel:** Hotel accommodations for **three (3) nights** (room and tax only) at the **Orlando World Center Marriott** (or comparable). Value estimated at approximately **\$1,250 USD**.
 - **Event Access:** Registration fees and tickets to *The Inside Man* Season 7 Premiere event and KB4-CON (Value: **\$400 USD**).
- **Travel Dates:** Winners must be available to travel May 11–14, 2026 (arriving the day prior to the Premiere and departing on the final day of the conference). Dates are subject to change by Sponsor.
- **Approximate Retail Value (“ARV”):** The total ARV of the Finalist Prize is estimated at **\$4,650 USD per person**. Actual value depends on point of departure and market rates. Winner is not entitled to any difference between actual costs and stated ARV.

6.2 **Grand Prize (1 Winner):** The Grand Prize Winner (selected from the Finalists) will receive the Finalist Prize package described above, plus:

- **Production:** The Winner’s Entry concept will be adapted and produced as a standalone episode of *The Inside Man* Shorts (scheduled for release in 2027).
- **Value:** The “Production” element of the prize consists of the professional opportunity and screen credit. The production costs incurred by Sponsor represent direct business expenses of Sponsor and do not constitute a taxable benefit or independent commercial value to the Winner. Accordingly, the taxable value of the Grand Prize is limited to the ARV of the Finalist Prize trip package (\$4,650 USD).

- **Credit:** Winner shall receive a “Story By” (or similar) credit in the episode, subject to production requirements.

6.3 **Prize Conditions:** Prizes are awarded “AS IS” with no warranty or guarantee, either express or implied by Sponsor, including but not limited to, the implied warranties of merchantability, habitability, or fitness for a particular purpose. Sponsor is not responsible for any cancellation or postponement of the Premiere Event or travel delays. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion.

7. INTELLECTUAL PROPERTY & ASSIGNMENT

7.1 **Assignment of Rights:** Entrant agrees that the Entry is submitted to Sponsor for commercial use. By submitting an Entry, Entrant irrevocably assigns, transfers, and conveys to Sponsor all right, title, and interest in and to the Entry, including all copyrights, trademarks, and other intellectual property rights, worldwide and in perpetuity.

7.2 **Work Made for Hire:** To the extent the Entry includes copyrightable material, it shall be considered a “work made for hire” commissioned by Sponsor. If the Entry does not qualify as a work made for hire, the assignment in Section 7.1 shall apply.

7.3 **Waiver of Moral Rights:** Entrant acknowledges that Sponsor may rewrite, adapt, modify, or drastically change the Entry for production purposes. Entrant hereby waives any “moral rights” or rights of integrity/attribution regarding the Entry and agrees not to object to any modifications.

8. GENERAL CONDITIONS

8.1 **Taxes:** Winners are solely responsible for all taxes associated with prize acceptance. Where required by law, Sponsor may issue an IRS Form 1099 (or foreign equivalent) for the actual retail value of the prize awarded, which may differ from the estimated ARV.

8.2 **Publicity:** Except where prohibited by law, acceptance of a prize constitutes permission for Sponsor to use Winner’s name, likeness, voice, opinions, and entry details for promotional purposes without further compensation.

8.3 **Release & Limitation of Liability:** By participating, Entrant agrees to release and hold harmless Sponsor, its affiliates, and their respective officers, directors, employees, and agents (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a)

unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, or telephone, or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Contest or the processing of entries; or (f) injury or damage to persons or property. **IN NO EVENT SHALL THE RELEASED PARTIES BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES.**

WARNING: For Residents of the UK, Germany, and EU: Nothing in these Official Rules limits or excludes the Sponsor's liability for death or personal injury caused by its negligence, for fraud, or for any other liability that cannot be limited or excluded by applicable local law.

- 8.4 **Force Majeure:** Sponsor reserves the right to modify, suspend, or terminate the Contest if fraud, technical failures, or any other factor beyond Sponsor's reasonable control (including, but not limited to, fire, flood, hurricane, epidemic, earthquake, war, strike, or other "act of God") impairs the integrity or proper functioning of the Contest. In such event, Sponsor reserves the right to award the prizes based on the judging criteria from among the eligible entries received up to the time of the impairment.
- 8.5 **Severability:** If any provision of these Rules is determined to be invalid or unenforceable, these Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.
- 8.6 **Winner List:** For a list of winners, interested individuals should mail a self-addressed, stamped business-sized envelope to: KnowBe4, Inc., Attn: Legal Dept. – "The Inside Man Contest Winners", 33 N. Garden Ave., Suite 1200, Clearwater, FL 33755, USA. Requests must be received no later than sixty (60) days after the end of the Contest Period.

For Residents of the UK and Australia: The Surname and Country of the Finalist and Grand Prize Winners will be published on the KnowBe4 Community Forum for a period of thirty (30) days following the selection of winners.

9. **DISPUTES & GOVERNING LAW**

This Contest is governed by the laws of the State of Florida, USA, without respect to conflict of law doctrines. As a condition of participating, Entrant agrees that any disputes shall be resolved individually, without resort to class action, exclusively before a court located in Hillsborough County, Florida.

For Residents of the EU/UK: This choice of law does not deprive you of the protection afforded to you by provisions that cannot be derogated from by

agreement by virtue of the law of the country where you have your habitual residence.

10. LANGUAGE DISCREPANCIES

These Official Rules may be translated into other languages (e.g., French, German) for convenience. In the event of a discrepancy between the English version and a translated version, the English language version shall prevail, except where prohibited by local law (e.g., France).

11. SPECIAL COUNTRY PROVISIONS

The following terms apply to Entrants resident in the specified jurisdictions and supersede any conflicting terms in these Official Rules:

- 11.1 **For Residents of Canada:** In addition to the judging criteria, any potential winner from Canada will be required to correctly answer a time-limited mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise, to be administered by telephone or email, in order to be declared a winner. Failure to answer the question correctly will result in disqualification.
- 11.2 **For Residents of Germany:** Sponsor's liability for slight negligence is limited to foreseeable damages typical for this type of contract.
- 11.3 **For Residents of France:** These Official Rules are available in French. In the event of a conflict between the English and French versions, the French version shall prevail for French residents. Entrants have the right to initiate a mediation procedure in the event of a dispute.

12. PRIVACY

Information collected from Entrants is subject to Sponsor's Privacy Policy <https://www.knowbe4.com/legal/website-privacy-notice>. Personal data will be used solely for the administration of this Contest and verification of Entrants. Entrant may withdraw consent at any time by contacting privacy@knowbe4.com, but doing so may disqualify them from the Contest.