Official Rules for 2025 Cloudflare Customer Awards

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

VOID WHERE PROHIBITED BY LAW.

1. SPONSOR

Cloudflare Inc., 101 Townsend Street, San Francisco, CA, is the Sponsor of the Cloudflare Customer Awards

2. ENTRY PERIOD

Entries must be initiated on or between May 15 and July 11, 2025. All entries and/or entry drafts and entry intentions must be initiated by 11:59 PM Pacific Daylight Time (PDT) on July 11 to be eligible. Entries that have not been initiated after the Entry Period will be declared invalid.

3. ELIGIBILITY

The Cloudflare® Customer Awards are open to Cloudflare customers who have deployed, or are in the process of deploying-Cloudflare products, solutions and/or technologies, Customers may be nominated for the Cloudflare Customer Awards by Cloudflare employees, by themselves and/or by a third party. Entries may be submitted online at www.cloudlflarecustomerawards.cloudflare.com or initiated with the Cloudflare Customer Awards program team via email or other vehicles prior to the deadline.

Nominees must use Cloudflare products in their IT infrastructure and/or environment on or before the Judging Period opens. The Cloudflare Customer Awards are not open to employees, directors, officers, representatives or agents of Cloudflare and its related affiliates and subsidiaries. Customers who have existing or previous marketing sponsorship agreements with Cloudflare are not representatives or agents of Cloudflare for this purpose and are not excluded from participating in the Cloudflare Customer Awards program. Government and state employees must receive explicit approval to participate from their legal organizations to accept their prize should they be invited to participate and selected as a finalist.

To participate and qualify for the Cloudflare Customer Awards, a customer may be nominated for the Cloudflare Customer Awards by themselves and/or by Cloudflare partners and/or Cloudflare employees on Cloudflare customers' behalf. All entries must be initiated with the Cloudflare Customer Awards office via the Cloudflare Customer Awards nomination site at: https://www.cloudflare.com/customerawards-2025/ or communicated via email or other communication methods.

Nominees must have Cloudflare products in production use in their IT infrastructure and/or environment on or before the Judging Period begins.

The Nominee's representatives must provide consent and be willing and authorized to approve a summary of the awarded project when or if the Nominee is selected as a "Finalist" or a "Winner." Marketing collateral includes but is not limited to the award ceremony presentation material,

digital, web and social spotlights showcasing the project for which the “Finalist” or “Winner” is being honored. Finalists and Winners must also consent to the use of their respective company names and logos in marketing collateral as award winners. Marketing collateral will be promoted through Cloudflare social media channels and Cloudflare web properties. Finalists and Winners shall have an opportunity to review and approve marketing collateral prior to publication. Nominating Partners are responsible for providing the nominees with Cloudflare’s Privacy Policy as shown here**:**

https://www.cloudflare.com/privacypolicy/

Nominees and Nominating Partners that participate in the Cloudflare Customer Awards certify that their participation and receipt of the prizes do not violate any of their respective company policies. Prior to the judging period, all nominations will be reviewed by the Cloudflare Customer Awards Program Office for completeness and to ensure that the nominations meet the eligibility criteria for the 2025 Cloudflare Customer Awards.

4. DETERMINATION AND NOTIFICATION OF CATEGORY FINALISTS & WINNER

Nominees can be entered in more than one category of the following six (6) categories: Cloudflare Visionary Award, Cloudflare Connect Award, Cloudflare Protect Award, Cloudflare Build Award, Cloudflare Impact Award, and Cloudflare Luminary Award. All of the nominations will be scored on a scale of 1-30 by the designated Cloudflare Customer Award Judging Panel, composed of at least five (5) Cloudflare employees and subject matter experts per category. The Cloudflare Customer Award Judging Panel will select 1-3 winner(s) per category based on the cumulative scores received by the nominees from all of the judges assigned to a particular panel. Upon determination of the Category Winners, all will be featured on this website: www.cloudflare.com.

5. PRIZES

The category winner(s) will be presented with a trophy. The category winners will be celebrated at Cloudflare Connect Las Vegas. The Winner(s) will receive one (1) trophy each for their respective companies (approximately $190 USD each). Category Winners receive (1) complimentary pass per company to attend the Cloudflare Connect Vegas conference taking place October 13 - 16, 2025 at the Aria Resort and Casino, Las Vegas.

6. TERMS AND CONDITIONS

The Cloudflare Customer Awards are governed by these Official Rules. By participating in the Cloudflare Customer Awards Nominees and Nominating Partners fully and unconditionally agree to be bound by the terms of these Official Rules and understand that the Cloudflare Customer Awards results are final in all respects. Nominees and Nominating Partners agree that all decisions regarding the Cloudflare Customer Awards, including but not limited to the selection of the winners, will be made by Cloudflare whose decisions shall be final and binding.

This contest is void where prohibited by law or a Nominee’s corporate policies. Prizes are not transferrable. Cloudflare will not replace any lost or stolen prize; the prize is offered and must be accepted “as is” without warranty of any kind. The approximate retail values are subject to change based on current market conditions at the time of prize fulfillment. Finalists are not entitled to any surplus between actual retail value (ARV) of prize and stated ARV and any difference between stated ARV and actual value of the prize will not be awarded. No substitution, assignment, transfer,

or cash redemption of any prize is allowed by the Finalists/Winner. Cloudflare reserves the right to substitute a prize with another prize of equal or greater value should the advertised prize become unavailable for any reason.

Cloudflare will be responsible for shipping fees and costs associated with the shipment and/or transmittal of the prizes.

Finalists/Winners may be subject to taxes on the value of the prizes. Any and all taxes are the Finalist/Winner's sole and personal responsibility.

PRIZES AWARDED TO NOMINEE AND NOMINATING PARTNER UNDER THIS CLOUDFLARE CUSTOMER AWARDS PROGRAM MAY BE TAXABLE OR OTHERWISE CONSIDERED TAXABLE INCOME. NOMINEE AND NOMINATING PARTNER AGREES THAT NOMINEE AND NOMINATING PARTNER ARE SOLELY RESPONSIBLE FOR DECLARING AND PAYING ANY AND ALL TAXES OR TAX LIABILITY THAT ARISES OR BECOMES DUE AS A RESULT OF ANY PRIZES AWARDED TO NOMINEE AND NOMINATING PARTNER UNDER THIS CLOUDFLARE CUSTOMER AWARDS PROGRAM. NOMINEE AND NOMINATING PARTNER ASSUMES ALL LIABILITY FOR THE ACCURATE AND TIMELY PAYMENT OF ANY AND ALL TAXES ASSOCIATED WITH THE PRIZES.

Nominee and Nominating Partner agree to comply with all applicable laws, regulations, ordinances, and executive orders of any country, state, municipality, or government body applicable to (i) the contest, and (ii) Nominee and Nominating Partner's participation in the Cloudflare Customer Awards and Nominee and Nominating Partner will indemnify, defend and hold harmless Cloudflare and Cloudflare's directors, officers, agents, employees, vendors, and suppliers from and against any and all claims, demands, actions, litigation, investigations and proceedings arising out of or related to (a) the Cloudflare Customer Awards, including, without limitation, the payment of a prize to participate under the Cloudflare Customer Awards; (b) Nominee and Nominating Partner's obligation to pay all taxes associated with any prize awarded to Nominee and Nominating Partner under the Cloudflare Customer Awards; (c) Nominee and Nominating Partner participation in the Cloudflare Customer Awards; (d) any claims of employment, retention, hiring and/or any entitlement related thereto (including but not limited to pension, CPF, insurance or other benefits) by Nominee and Nominating Partner against Cloudflare or its agents; or (e) Nominee and/or Nominating Partner's breach of these Official Rules.

Failure to claim a prize will result in forfeiture of the prize, and an alternate Finalist/Winner may be selected. Finalists/Winner may be requested to provide Cloudflare with proof that he/she is an authorized representative of Finalists/Winner and that all eligibility requirements are met.

All personal and other information requested by and supplied to Cloudflare for the purpose of the Cloudflare Customer Awards must be truthful, complete, accurate and in no way misleading. Cloudflare reserves the right, in Cloudflare's sole discretion, to disqualify any Nominee should such a Nominee supply untruthful, incomplete, inaccurate or misleading personal details and/or information. If a potential Finalist/Winner is unable to participate in or accept the prize or any portion of the prize for any reason, Cloudflare shall have no further obligation to such potential Winner.

Nominees and Nominating Partners agree that Cloudflare is not responsible for [i] lost, late, delayed, misdirected, stolen, unintelligible, or incomplete submissions; [ii] telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties; [iii] errors in transmission; or [iv] any condition caused by events beyond Cloudflare's control that may affect the Cloudflare Customer Awards.

By participating in the Cloudflare Customer Awards, each Nominee and Nominating Partner agrees to release and hold Cloudflare harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Cloudflare Customer Awards or resulting from acceptance, possession, or use of any prize, including, without limitation, personal injuries, death, and property damage, and claims based on publicity rights, defamation, misappropriation of likeness, or invasion of privacy.

Nominees and Nominating Partners agree that Cloudflare shall have no liability whatsoever for any deficiency or malfunctioning of any prize, for any damage incurred from use or participation of the prize, or from participation in the Cloudflare Customer Awards.

Cloudflare reserves the right to change, alter, or amend these Official Rules, modify the Cloudflare Customer Awards criteria to include additional products, solutions and/or technologies, or cancel or terminate the Cloudflare Customer Awards at any time and in its sole discretion.

Nothing in these Official Rules shall in any way be construed or deemed to (i) constitute Nominee or Nominating Partner as an agent, employee, or representative of Cloudflare or (ii) create a partnership, joint venture, employer-employee relationship, or other form of relationship between Nominee and Cloudflare.

TO THE MAXIMUM EXTENT PERMITTED BY LAW, CLOUDFLARE AND ITS AFFILIATES, AGENTS, LICENSORS AND SUPPLIERS SHALL NOT BE LIABLE FOR ANY LOST PROFITS, LOSS OF DATA, OR COSTS OR PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, OR FOR ANY DIRECT, SPECIAL, INDIRECT, OR CONSEQUENTIAL DAMAGES, OF ANY KIND REGARDLESS OF THE FORM OF THE ACTION, ARISING OUT OF THE CLOUDFLARE CUSTOMER AWARDS AND THESE OFFICIAL RULES, EVEN IF CLOUDFLARE OR ITS AFFILIATES, AGENTS, LICENSORS OR SUPPLIERS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH ACTION.

These Official Rules are governed by the laws of the State of California without regard to conflict of laws principles. By participating in the Cloudflare Customer Awards, Nominees and Nominating Partners hereby agree that the exclusive jurisdiction and venue for any claims, actions, or proceedings relating to the Cloudflare Customer Awards shall be the state and federal courts located in San Francisco County, California.

7. DATA PRIVACY

All information, including personal data, collected in connection with the Cloudflare Customer Awards (e.g., personal data in the submission of entries), will be maintained and protected by Cloudflare in accordance with applicable data protection laws. The personal data you provide will be used strictly for the purpose of managing the Official Rules of the Cloudflare Customer Awards, and to provide you with tailored information related to Cloudflare products and services, as well as other information (e.g., information on product events) we think may be useful to you. You may opt out of receiving information from Cloudflare by clicking on the “unsubscribe” link located on the bottom of such emails, through your account settings if you have a Cloudflare account, or by sending a request to unsubscribe@cloudflare.com You agree that Cloudflare may share your information with its affiliates, partners, and third parties providing services related to Cloueledflare Customer Awards. Cloudflare will not share your personal data with any third-party partners for any other purpose without your explicit consent. By participating in Cloudflare Customer Awards, you agree you have read our privacy policy at https://www.cloudflare.com/privacypolicy/.

8. CLOUDFLARE NETWORKS TRADEMARKS

The names and logos identifying Cloudflare products and services are trademarks or registered trademarks of Cloudflare. All other brands or products referenced are trademarks or registered trademarks of their respective holders. A current list of Cloudflare trademarks is available on the web at: https://www.cloudflare.com/trademark/

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