

# **BuzzCity-SOC Clicks Fraud Detection Challenge 2012**

## **OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN.

The BuzzCity-SOC Clicks Fraud Detection Challenge (the “Challenge”) is a skill-based competition in which participants are asked to submit a detection program (the “Solution”) that automatically identifies malicious activities among users’ clicks traffic. The Challenge takes place at the School of Computing (the “Venue”) located at the National University of Singapore (“NUS”), Singapore 117590.

## **SPONSOR**

The Challenge is sponsored by BuzzCity Pte Ltd.

## **CHALLENGE PERIOD**

Between 8:00 am Singapore Standard Time (SST) on August 15, 2012, and 1:59:59 PM SST on October 15, 2012 (the “Challenge Period”), participants may submit entries into the Challenge.

## **ELIGIBILITY**

The contest is open to all current School of Computing, NUS students as at August 1, 2012, compete in teams of one to three, provided each member of the team meets the eligibility criteria. Each entrant can only join one team. Entrants must have reached the age of majority in their home jurisdictions at the time of entry. All members of a team must have registered for the Challenge at the registration page of the Challenge Site at <http://www.comp.nus.edu.sg/~clickfrd/> to be eligible. Entrants may be subject to rules imposed by their institution or employer relative to their participation in competitions and should check with their institution or employer for any relevant policies. Entrants are responsible for determining if the Challenge is legal in their jurisdiction. VOID WHERE PROHIBITED OR RESTRICTED. Directors, officers, and employees of BuzzCity (the “Sponsor”), its parents, subsidiaries and affiliates, and any participating vendors, professional advisors, advertising and promotional agencies, the Challenge judges, and the immediate families and those living in the same household of the foregoing are not eligible to enter the Challenge. Any Solution or Challenge entry that violates these Official Rules, applicable laws or regulations, or entrant's employer's or institution's policies will be deemed ineligible.

## **AGREEMENT TO THE OFFICIAL RULES**

By participating in the Challenge, each entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and the Administrator, which are final and

binding in all matters related to the Challenge. Winning a prize is contingent upon fulfilling all requirements set forth herein.

## **HOW TO ENTER**

Participants must follow the instructions on the registration page at the Challenge Site and submit the Solution according to the submission instructions at the Challenge Site which are incorporated into these rules by reference. Entries that are (i) submitted in any manner other than as specified; (ii) submitted before or after the Challenge Period; or (iii) incomplete, defective, forged, or irregular in any way or not in compliance with these Official Rules will be disqualified. Sponsor's servers and clock shall serve as the official clock for the Challenge and participant's proof of submission does not constitute proof of receipt by Sponsor. Entry materials will not be acknowledged or returned.

## **ORIGINAL WORK**

A Solution submitted for consideration in the Challenge must be the original work of and created solely by the participant(s) submitting such Solution. Modifying, enhancing, or altering a third-party's pre-existing work does not constitute an original work. A Solution can include elements not owned by the participant (including, but not limited to Open Source Software, third-party APIs), but will be judged on the original work of the Solution.

## **INTELLECTUAL PROPERTY RIGHTS**

All intellectual property (IP), and the rights thereto, in the submitted Solutions shall belong to the respective participants; save that any IP in the Solutions, including but not limited to the underlying codes and/or other elements, made or created by a participant as part of his/her thesis or final-year project, or otherwise, in the course of University Research (within the meaning of the NUS IP Policy), shall belong to NUS.

Solutions submitted shall not: (i) violate the intellectual property rights (copyright, patent, trademark, etc.) of any third party; (ii) defame or invade the publicity or privacy rights of any person, living or deceased; or (iii) otherwise infringe upon any person's or entity's personal or proprietary rights. Each participant must have a non-restricted right to submit the Solution for consideration. Any participant whose Solution includes elements not owned by the participant (including, but not limited to, third-party APIs, trademarks and logos) must be able to provide the appropriate permissions or legal releases for such use in a form satisfactory to the Sponsor or they will be disqualified. Solutions must not be obscene, profane, or unsuitable for publication in Sponsor's sole discretion.

## **HOW TO GAIN ACCESS TO CHALLENGE DATA AND PLATFORM**

At the beginning of the Challenge, participants will be granted access to the Challenge data for the period of the Challenge. The Challenge data may be used by the registered participant solely for purposes of the Challenge and shall not be disclosed or shared by the registered participant with anyone else for any reason. The Challenge data is licensed under the Creative

Commons Attribution 3.0 Unported License. Please refer to [http://docs.buzzcity.net/wiki/BuzzCity Advertising Dataset - Creative Commons License](http://docs.buzzcity.net/wiki/BuzzCity_Advertising_Dataset_-_Creative_Commons_License)

## **USE OF INFORMATION**

None of the entry materials and information submitted by participants will be treated as confidential, so please do not submit proprietary information. Participants further agree that personally identifiable information may be processed, stored, and otherwise used for the purposes of the Challenge, including, but not limited to, checking participant's identity, postal address, and telephone number, or to otherwise verify eligibility to participate.

## **JUDGING CRITERIA**

All eligible entries will be evaluated and ranked by a panel of qualified judges based on but not limited to the following criteria:

- **Detection Accuracy:** A quantitative measure of the output generated by the submitted Solution. Description of the measure is specified on the instruction page of the Challenge Site. The judges' decisions are final and binding.

## **WINNER SELECTION/PRIZES**

On January 12, 2013, at 5 PM SST, three (3) winners will be selected based upon the judging criteria and announced.

**1st place: SGD\$2000**

**2nd place: SGD\$1500**

**3rd place: SGD\$1000**

If a winner: (i) is determined to be ineligible; (ii) cannot be contacted; or (iii) declines or cannot or fails to accept a prize at the Challenge for any reason, the prize will be forfeited and an alternate winner will be selected based upon the judging criteria. The respective winners will be solely responsible for any applicable taxes, withholding, and reporting requirements on their acceptance and/or use of a prize.

Sponsor reserves the right to award fewer than three prizes in the event an insufficient number of eligible Solutions are entered or if there is an insufficient number of eligible Solutions entered that meet the judging criteria articulated above in Sponsor's sole discretion. Sponsor may also award more than three prizes depending on the quality of submitted Solutions.

The winners will have the opportunity to list their Solutions on the Challenge Site. Gift cards or checks will be awarded to the winners. In the event a winner consists of more than one individual, only one gift card or cheque will be awarded to the team as a whole and the disposition of the gift card or check will be in the sole discretion of the winning team members.

## **GENERAL PRIZE RESTRICTIONS**

Prizes may not be transferred or assigned prior to award. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a prize in whole or in part with another prize of comparable or greater value if the intended prize is not available for any

reason as determined by the Sponsor in its sole discretion. Winners will be responsible for all applicable taxes (not limited to federal, state, local and/or income) in respect of the prize. Winners are solely responsible for any costs associated with use of the prize. Gift cards are subject to the terms and conditions generally applicable thereto.

## **RIGHT TO USE ENTRIES**

By entering the Challenge, participants grant Sponsor and its affiliates, the rights, without limitation or further permission or compensation, to: (i) use and publish their name and likeness; and (ii) use, reproduce, publish, display and distribute the website URL to the Solutions. Winners' full names, institutions, and city and state/province/country of residence and their Solutions will be announced and, with their photograph, may be featured on the Challenge Site and websites of the Sponsor and its affiliates. By accepting a prize, winners grant Sponsor and its affiliates, the additional rights, without limitation or further permission or compensation, to use and publish their photograph in conjunction with their credited name. Rights granted by participants and winners are for advertising, publicity and promotional purposes in perpetuity and in any medium Sponsor sees fit, including, but not limited to, website, television, radio, or printed materials.

Subject to the other provisions of these Official Rules, by submitting an entry, each participant grants Sponsor and the judges an unrestricted right to use, review, assess, test, and otherwise analyze the entries and all of their content in connection with the Challenge. Participants agree not to instigate, support, maintain or authorize any action, or lawsuit against Sponsor on the ground that any use of the entry materials infringes any of the participants' rights as creators of the entry materials.

Participants acknowledge that Sponsor may currently, or in the future, be developing internally, or receiving from a third-party, information or applications similar to those submitted by participants. Nothing contained in these Official Rules will be construed as a representation or agreement that Sponsor will not develop or have developed products, concepts, systems, or techniques that are similar to or that compete with the products, concepts, systems, or techniques contemplated by or embodied in any of the entry materials. Further, Sponsor shall be free to use for any purpose the residuals resulting from access to work with entries. The term "residuals" means information in intangible form, which is retained in memory by persons who have had access to the Solutions, including ideas, concepts, know-how, or techniques contained therein. Sponsor shall have no obligation to limit or restrict the assignment of such persons or to pay royalties for any work resulting from the use of residuals. Nothing in this paragraph shall be deemed to grant Sponsor a license under the participants' intellectual property rights to the residuals.

The Sponsor reserves the unencumbered right to independently develop any ideas, concepts, know-how or techniques that may be similar or deemed to be similar to those developed by the contestants. By entering into the sponsorship, the Sponsor shall not, by way of contributing the contest material/data and/or engaging in similar developments and/or access to the applications, be construed as having infringed upon any rights of the creators of the entry

materials including but not limited to intellectual property rights. Participants agree not to instigate, support, maintain or authorize any action, or lawsuit against Sponsor on the grounds of similar work that is being or will be undertaken in the future. The Sponsor, in reviewing those codes with potential, and if it is interested in any codes produced by any participant, may proceed to negotiate with the participant individually for specific right-of-use of the codes. Such negotiation shall be a private and independent undertaking between the Sponsor and the participant outside the jurisdiction of the terms and conditions of the Challenge.

#### **DISCLAIMER/LIMITATION OF LIABILITY**

Notwithstanding anything to the contrary contained in these Official Rules or elsewhere, Sponsor makes available the Challenge and any prizes on an "as is" basis and disclaims all warranties, including warranties of merchantability and fitness for a particular purpose in connection therewith. Sponsor, and the respective parents, subsidiaries, affiliates, agents, professional advisors, advertising and promotional agencies, and directors, officers, and employees thereof, shall not have any obligation, liability or responsibility for: (i) lost, late, incomplete, illegible, unintelligible, damaged, garbled, or misdirected entries, prize claims or other communications, whether electronic or otherwise; (ii) inaccurate entry information, whether caused by participant or by any of the equipment or programming associated with the Challenge; (iii) any errors or malfunctions that may occur; (iv) any condition caused by events beyond Sponsor's control that may cause the Challenge to be delayed, disrupted or corrupted; (v) any error in any materials associated with the Challenge; and (vi) any damages or losses of any kind resulting from participation in the Challenge, accessing, transmitting, uploading or downloading data in connection with the Challenge, or acceptance, possession or use of any prize.

#### **RELEASE**

BY ENTERING THE CHALLENGE, PARTICIPANTS RELEASE AND HOLD HARMLESS SPONSOR, AND THE RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATES, AGENTS, PROFESSIONAL ADVISORS, ADVERTISING AND PROMOTIONAL AGENCIES, AND DIRECTORS, OFFICERS, AND EMPLOYEES THEREOF, FROM ANY AND ALL CLAIMS, INJURIES, LOSS, DAMAGE, EXPENSES, OR LIABILITIES OF ANY KIND ARISING OUT OF OR IN CONNECTION WITH THE CHALLENGE, PARTICIPANTS' PARTICIPATION IN THE CHALLENGE, OR DELIVERY, MISDELIVERY, ACCEPTANCE, POSSESSION, AND USE OF, OR INABILITY TO USE, ANY PRIZE, TO THE EXTENT PERMITTED BY LAW. IN NO EVENT WILL SPONSOR BE LIABLE TO A PARTICIPANT FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES ARISING OUT OF, OR IN CONNECTION WITH THE CHALLENGE, WHETHER OR NOT SPONSOR HAS BEEN ADVISED, HAD REASON TO KNOW, OR IN FACT KNEW OF THE POSSIBILITY OF SUCH DAMAGE.

#### **GOVERNING LAW AND VENUE**

The laws of the Republic of Singapore, govern the Challenge and these Official Rules without reference to choice of law principles. The Challenge is subject to all applicable federal, state and local laws and regulations. Participants hereby irrevocably waive any and all right to a trial by

jury in any legal proceeding arising out of or relating to the Challenge. Participants further waive any objection to the venue in the National University of Singapore, Singapore whether such objection is based on lack of personal jurisdiction, improper venue, forum non conveniens, or the like.

### **RESERVATION OF RIGHTS**

If for any reason, the Challenge is not capable of being run as planned, the Sponsor reserves the right in its sole discretion to change these Official Rules, disqualify any individual who tampers with the entry process or operation of the Challenge Site, and to modify, suspend, cancel or terminate the Challenge. If the Challenge is terminated early, the Sponsor may select winners based on the entries received prior to the termination date.

### **RULES**

By submitting an entry, participants represent that they meet all requirements for eligibility and agree to be bound by these Official Rules and the decisions of the Sponsor in regards to the Challenge. Any participant found to be acting in violation of these Official Rules may be disqualified in Sponsor's sole discretion. In the event of a dispute regarding the identity of an entrant, the entry will be declared made by the individual named in the Challenge registration.

### **WINNERS LIST**

A list of winners will be posted on the Challenge winners' page of the Challenge Site after January 12, 2013.