

# e-Health Twitter Contest | 2015

## Rules & Regulations

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### **e-Health 2015 Twitter Contest Rules**

To ensure everyone participating in the e-Health Twitter RT & Follow to Win Contest, below are the rules & regulations set out to ensure lawful participation and equal opportunity for all to win.

- Only registered e-Health 2015 attendees are eligible to win a prize during the e-Health 2015 Twitter contest being held May 31<sup>st</sup> – June 3, 2015
- No user/participant can have more than one (1) account when participating in the e-Health Twitter Contest
- Winners do not have to be on site to win. Winners will be announced on June 3<sup>rd</sup> at the conference, and then will be contacted via their Twitter Account.
- Each Winner has 2 weeks (14 days) to claim their prize, where as if they do not, we will award the prize to the fourth (4<sup>th</sup>) place and so on.
- The e-Health Committee reserves the right to disqualify any person for using more than one twitter handle/account, not adhering to the contest Rules & Regulations or for publishing content that is not suitable for the e-Health Conference. These decisions will be made by the MARCOM committee and will be subjective on a case by case basis.
- No user will post the same Tweet repeatedly to gain advantage in the Twitter contest.
- Multiple entries in a single day will not be accepted if tweeting the same post
- Ensure you use #ehealth15 when participating in the e-Health Twitter contest so your submissions can be tallied
- Do not tag #ehealth15 in unrelated tweets as these tweets will not count and may involve you being disqualified for not following the rules
- The #ehealth15 twitter hashtag is to only be used when tweeting about e-Health and related topics.
- Ensure you follow the Twitter Rules as set out by Twitter, Inc.
- Ensure you comply with all applicable laws and regulations as violators will be disqualified and not be able to win any prizes.

### **Content Boundaries and Use of Twitter**

In order to provide the Twitter service and the ability to communicate and stay connected with others, there are some limitations on the type of content that can be published with Twitter. These limitations comply with legal requirements and make Twitter a better experience for all. We may need to change these rules from time to time and reserve the right to do so. Please check back here to see the latest.

- **Impersonation**: You may not impersonate others through the Twitter service in a manner that does or is intended to mislead, confuse, or deceive others.
- **Trademark**: We reserve the right to reclaim usernames on behalf of businesses or individuals that hold legal claim or trademark on those usernames. Accounts using business names and/or logos to mislead others may be permanently suspended.
- **Private information**: You may not publish or post other people's private and confidential information, such as credit card numbers, street address or Social Security/National Identity numbers, without their express authorization and permission. You may not post intimate photos or videos that were taken or distributed without the subject's consent.
- **Violence and Threats**: You may not publish or post threats of violence against others or promote violence against others.
- **Copyright**: We will respond to clear and complete notices of alleged copyright infringement. Our copyright procedures are set forth in the Terms of Service.

## Abuse and Spam

Twitter strives to protect its users from abuse and spam. User abuse and technical abuse are not tolerated on Twitter.com, and may result in permanent suspension. Any accounts engaging in the activities specified below may be subject to permanent suspension.

- **Serial Accounts**: You may not create multiple accounts for disruptive or abusive purposes, or with overlapping use cases. Mass account creation may result in suspension of all related accounts. Please note that any violation of the Twitter Rules is cause for permanent suspension of all accounts.
- **Invitation spam**: You may not use Twitter.com's address book contact import to send repeat, mass invitations.
- **Selling usernames**: You may not buy or sell Twitter usernames.
- **Malware/Phishing**: You may not publish or link to malicious content intended to damage or disrupt another user's browser or computer or to compromise a user's privacy.
- **Spam**: You may not use the Twitter service for the purpose of spamming anyone. What constitutes "spamming" will evolve as we respond to new tricks and tactics by spammers. Some of the factors that we take into account when determining what conduct is considered to be spamming are:
  - If you have followed and/or unfollowed large amounts of users in a short time period, particularly by automated means (aggressive following or follower churn);
  - If you repeatedly follow and unfollow people, whether to build followers or to garner more attention for your profile;
  - If your updates consist mainly of links, and not personal updates;
  - If a large number of people are blocking you;
  - If a large number of spam complaints have been filed against you;
  - If you post duplicate content over multiple accounts or multiple duplicate updates on one account;
  - If you post multiple unrelated updates to a topic using #, trending or popular topic, or promoted trend;
  - If you send large numbers of duplicate @replies or mentions;

- If you send large numbers of unsolicited @replies or mentions;
- If you add a large number of unrelated users to lists;
- If you repeatedly create false or misleading content;
- Randomly or aggressively following, favoriting or Retweeting Tweets;
- If you repeatedly post other users' account information as your own (bio, Tweets, url, etc.);
- If you post misleading links (e.g. affiliate links, links to malware/click jacking pages, etc.);
- Creating misleading accounts or account interactions;
- Selling or purchasing account interactions (such as selling or purchasing followers, Retweets, favorites, etc.);
- Using or promoting third-party services or apps that claim to get you more followers (such as follower trains, sites promising "more followers fast" or any other site that offers to automatically add followers to your account);
- **Graphic Content:** You may not use pornographic or excessively violent media in your profile image, header image, or background image.

Your account may be suspended for Terms of Service violations if any of the above is true. Please see our help pages on [Following rules and best practices](#) and [Automation rules and best practices](#) for a more detailed discussion of how the Rules apply to those particular account behaviors. Accounts created to replace suspended accounts will be permanently suspended.

Accounts engaging in any of these behaviors may be investigated for abuse. Accounts under investigation may be removed from Search for quality. Twitter reserves the right to immediately terminate your account without further notice in the event that, in its judgment, you violate these Rules or the [Terms of Service](#).

We may revise these Rules from time to time; the most current version will always be at [twitter.com/rules](https://twitter.com/rules).

For more information about The Twitter Rules, please go to: [https://support.twitter.com/groups/56-policies-violations#topic\\_236](https://support.twitter.com/groups/56-policies-violations#topic_236)