

BLIND SCREAM HAUNTED HOUSE

SEAL YOUR FATE CONTEST 2026

OFFICIAL RULES AND PRIVACY NOTICE

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF RECEIVING A DISCOUNT OFFER.

1. SPONSOR

The Blind Scream “Seal Your Fate” Contest (“Promotion”) is sponsored by **Blind Scream Haunted House** (“Sponsor”), located at **98 Santa Rosa Plaza, Santa Rosa, CA 95401**.

2. PROMOTION PERIOD

The Promotion begins at **12:00:01 a.m. Pacific Time on September 21, 2026**, and ends at **11:59:59 p.m. Pacific Time on October 23, 2026** (“Promotion Period”).

3. ELIGIBILITY

The Promotion is open only to legal residents of California who are **18 years of age or older** at the time of entry.

Employees, officers, directors, agents, representatives, and immediate family members (spouse, parents, children, siblings, and their respective spouses) of Sponsor and its affiliated companies are not eligible to participate.

Void where prohibited or restricted by law.

4. HOW TO ENTER

During the Promotion Period, eligible participants may visit the designated Blind Scream promotional webpage and complete the entry form by providing:

- First and last name; and
- A valid email address.

After submitting the required information, participants will be invited to complete an online “Seal Your Fate” quiz consisting of questions about their preferences regarding fear, haunted houses, horror, and related themes.

Based on the participant's quiz responses, the participant will be assigned one of five Blind Scream characters:

- **Doc Hunter — The Surgeon of Secrets**
- **P.T. Hunter — Ringmaster of the Sideshow of Fear**
- **Mama Sante's — Keeper of the Emporium**
- **Papa Justus — The Debt Collector**
- **Madame Helga — The Seer Who Sees Too Much**

The character assignment is based on the participant's quiz responses and is not a prize, winner determination, or random drawing.

After completing the quiz, participants may receive an electronic character card by email identifying the Blind Scream character associated with their quiz responses.

5. CHARACTER CARD FAST-PASS BENEFIT

Participants who complete the quiz and receive a character card may present that card at the Blind Scream ticket booth between October 9th and October 18th and receive an **automatic Fast Pass upgrade with the purchase of a Blind Scream or Black Out ticket**, subject to Sponsor's applicable operating dates, hours, capacity limitations, and any additional terms communicated with the character card.

The Fast Pass upgrade is separate from the prizes described below and does not constitute a prize drawing.

The character assignment is final and may not be exchanged or reassigned.

6. PRIZE DRAWING

All eligible participants who complete the required entry during the Promotion Period will automatically be entered into a random drawing for the opportunity to win one of the following prizes:

Prize 1 — Opening Night VIP Reception

Two (2) tickets to the **Blind Scream Opening Night VIP Reception on October 9, 2026**.

Prize 2 — Blind Scream + Black Out Combo

Two (2) combo tickets to **Blind Scream + Black Out**, including Fast Passes for both attractions.

Prize 3 — Scarer Experience

The opportunity for one (1) winner to participate as a **“Scarer” at Blind Scream for one (1) hour** on a mutually agreed-upon date.

The Scarer Experience is subject to Sponsor approval, scheduling availability, operational requirements, safety requirements, age requirements, and any other restrictions established by Sponsor. Sponsor reserves the right to determine whether a proposed date is operationally feasible.

The Scarer Experience does not guarantee that the participant will perform in any particular area, with any particular actor, or in any particular role.

7. NUMBER OF WINNERS AND RANDOM DRAWING

Three (3) potential winners will be selected at random from all eligible entries received during the Promotion Period.

One (1) potential winner will be selected for each of the three prize categories described above.

The random drawings will be conducted by Sponsor or its designated representative after the close of the Promotion Period.

The method and timing of the random drawing will be determined by Sponsor.

Each eligible entry has an equal chance of being selected for each applicable prize drawing. The odds of winning depend upon the total number of eligible entries received during the Promotion Period.

8. WINNER NOTIFICATION

Potential winners will be notified by email using the email address provided at the time of entry.

A potential winner may be required to respond to the notification within the time period specified by Sponsor.

If a potential winner cannot be contacted, does not respond within the required period, is determined to be ineligible, or cannot accept the applicable prize, Sponsor may select an alternate potential winner at random from the remaining eligible entries.

Sponsor is not responsible for failed email delivery, spam filtering, invalid email addresses, or other technical issues that prevent a potential winner from receiving notification.

9. PRIZE RESTRICTIONS

Prizes are non-transferable and have no cash value unless otherwise required by law.

No prize may be substituted, exchanged, or redeemed for cash, except that Sponsor reserves the right to substitute a prize of equal or greater approximate retail value if a listed prize becomes unavailable for reasons beyond Sponsor's reasonable control.

Tickets and experiences are subject to Sponsor's operating schedule, capacity, applicable attraction rules, and any restrictions communicated by Sponsor.

The Scarer Experience may require execution of an additional waiver, release, safety acknowledgment, or other participation documentation before the experience occurs.

10. LIMIT ONE ENTRY

Limit **one (1) entry per person and one (1) entry per email address** during the entire Promotion Period.

Duplicate entries, multiple email addresses used by the same individual, automated entries, entries generated through bots or scripts, and fraudulent or deceptive methods of entry are prohibited and may result in disqualification.

11. MARKETING EMAIL CONSENT

Participation in the Promotion requires entrants to provide a valid email address and consent to receive promotional marketing emails from Blind Scream Haunted House.

By entering the Promotion, participants expressly consent to receive:

- Emails related to administration of the Promotion, including quiz results, character-card communications, winner notifications, prize-related communications, and other communications regarding the Promotion; and
- Promotional and marketing emails from Blind Scream Haunted House regarding its attractions, events, tickets, special offers, contests, promotions, and related products or services.

Entrants acknowledge that consent to receive promotional marketing emails is a condition of participation in this Promotion.

Participants may unsubscribe from promotional marketing communications at any time by using the unsubscribe link included in Sponsor's marketing emails or by following the instructions provided in those communications.

Unsubscribing from marketing communications after entry will not affect an entrant's eligibility for a prize for which the entrant has already been selected. However, Sponsor may be unable to send future promotional communications or certain non-essential promotional notifications after an entrant unsubscribes.

Sponsor will honor valid marketing email opt-out requests in accordance with applicable law.

12. PRIVACY AND DATA COLLECTION

By entering the Promotion, participants acknowledge that Sponsor may collect, store, use, and process personal information submitted in connection with the Promotion, including:

- Name;
- Email address;
- Quiz responses;
- Character assignment;
- Promotion participation information;
- Prize-drawing information; and
- Information relating to redemption or participation in promotional benefits.

Sponsor may use this information to:

- Administer and operate the Promotion;
- Process and record entries;
- Determine and communicate quiz results;
- Deliver character cards;
- Administer the Fast Pass benefit;
- Conduct the prize drawing;
- Contact potential winners;
- Deliver prizes;
- Communicate with participants regarding the Promotion;
- Send promotional and marketing communications consistent with the participant's consent;
- Analyze campaign participation and effectiveness; and
- Conduct other business purposes permitted by applicable law.

Sponsor may use third-party service providers to assist with website hosting, form processing, email marketing, analytics, contest administration, customer relationship management, and other services necessary to operate the Promotion.

Sponsor will use commercially reasonable safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or misuse.

13. CALIFORNIA PRIVACY RIGHTS

To the extent applicable under California law, California residents may have rights concerning their personal information, including rights to:

- Know what personal information is collected, used, disclosed, or otherwise processed;
- Request deletion of personal information, subject to applicable exceptions;
- Request correction of inaccurate personal information;
- Opt out of the sale or sharing of personal information, where applicable;
- Limit certain uses and disclosures of sensitive personal information, where applicable; and
- Exercise applicable privacy rights without unlawful discrimination.

Participants may exercise applicable privacy rights using the methods identified in Sponsor's current Privacy Policy.

Nothing in these Official Rules limits any privacy right that cannot lawfully be waived.

14. NOTICE AT COLLECTION

At or before the point at which personal information is collected through the Promotion, Sponsor will provide applicable information regarding the categories of personal information collected and the purposes for which the information will be used.

The Promotion entry form should include a readily accessible link to Sponsor's applicable Privacy Policy and Notice at Collection.

15. DISQUALIFICATION

Sponsor reserves the right to disqualify any participant who:

- Violates these Official Rules;
- Provides false or misleading information;
- Uses fraudulent or deceptive methods;
- Attempts to enter more than once;
- Uses multiple identities or email addresses;
- Tampers with the Promotion, website, quiz, entry process, or drawing;
- Uses automated entry methods; or
- Engages in conduct that Sponsor reasonably determines interferes with the proper administration of the Promotion.

16. RELEASE OF LIABILITY

By participating, entrants agree to release and hold harmless Sponsor and its officers, directors, employees, agents, affiliates, advertising agencies, service providers, and representatives from claims, liabilities, losses, damages, costs, or expenses arising out of or relating to participation in the Promotion, acceptance or use of a prize, or participation in any prize-related activity, except to the extent prohibited by law.

17. SCARER EXPERIENCE SAFETY REQUIREMENTS

The Scarer Experience is subject to Sponsor's safety policies and operational requirements.

Before participating, the selected winner may be required to complete and sign additional documentation, including waivers, releases, acknowledgments, or other participation agreements.

Sponsor reserves the right to deny participation in the Scarer Experience if the selected winner does not satisfy applicable safety, operational, scheduling, or eligibility requirements.

18. LIMITATION OF LIABILITY

Sponsor is not responsible for:

- Lost, late, incomplete, inaccurate, delayed, misdirected, or undelivered entries;
- Incorrect or invalid email addresses;
- Email delivery failures or spam filtering;
- Website, server, software, hardware, or network failures;
- Technical or electronic transmission errors;
- Unauthorized human intervention;
- Internet interruptions;
- Quiz or form malfunctions;
- Any other technical problem affecting the Promotion; or
- Any event beyond Sponsor's reasonable control that affects the administration of the Promotion.

19. MODIFICATION OR TERMINATION

Sponsor reserves the right to cancel, suspend, modify, or terminate the Promotion if fraud, technical failures, security issues, or any other circumstance beyond Sponsor's reasonable control compromises the integrity or proper functioning of the Promotion.

If the Promotion is terminated, Sponsor may award prizes from among eligible entries received before termination, to the extent permitted by law.

20. GOVERNING LAW

The Promotion and these Official Rules shall be governed by the laws of the State of California, without regard to conflict-of-law principles.

Any dispute arising out of or relating to the Promotion shall be resolved in a court of competent jurisdiction located in Sonoma County, California, except where prohibited by applicable law.

21. SPONSOR DECISIONS

Sponsor's decisions concerning the interpretation and application of these Official Rules, eligibility, administration of the Promotion, and selection of potential winners shall be final and binding, subject to applicable law.

22. WINNER INFORMATION

To request the names of the prize winners, where permitted by applicable law, send a written request within sixty (60) days following the end of the Promotion Period to:

Blind Scream Haunted House

Attn: Seal Your Fate Contest

98 Santa Rosa Plaza

Santa Rosa, CA 95401

23. GENERAL DISCLAIMER

This Promotion is sponsored solely by Blind Scream Haunted House and is not sponsored, endorsed, administered by, or associated with any third-party ticketing platform, social media platform, or other third party unless expressly identified by Sponsor.

PRIVACY NOTICE FOR SEAL YOUR FATE CONTEST

Information submitted through the Seal Your Fate Contest will be handled in accordance with Blind Scream Haunted House's applicable Privacy Policy.

The Promotion collects information such as a participant's name and email address, as well as quiz responses and information generated through participation in the Promotion.

This information may be used to administer the contest, provide quiz results and character cards, administer the Fast Pass benefit, contact potential winners, deliver prizes, and send promotional communications consistent with the participant's consent.

Personal information may be processed by third-party service providers assisting Sponsor with contest administration, website operations, email communications, analytics, and marketing.

Participants may unsubscribe from promotional marketing emails at any time using the unsubscribe mechanism provided in Sponsor's emails.

Where applicable under California law, participants may have rights regarding their personal information, including rights to know, delete, correct, and opt out of certain sale or sharing activities.

For additional information about how Blind Scream collects, uses, shares, retains, and protects personal information and how California residents may exercise applicable privacy rights, participants should review Blind Scream's current Privacy Policy.

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