

# CookUnity Inc.

## Oura Ring Referral Challenge

Official Terms and Conditions

Effective Date: May 1, 2026 • Promotion Period: May 1 – May 31, 2026

### 1. Promotion Overview

---

CookUnity, Inc. (“CookUnity,” “we,” or “us”) is offering existing U.S. subscribers the opportunity to earn a free Oura Ring 4 (base model, approximate retail value \$349) or a \$150 CookUnity Credit by successfully completing the Referral Challenge described in these Terms and Conditions (“Terms”). The Referral Challenge is available on a first-come, first-served basis and is subject to a hard cap of two hundred (200) qualifying rewards.

These Terms govern participation in the promotion. By participating, you agree to be bound by these Terms and by CookUnity’s general Terms of Service and Privacy Policy, each of which is incorporated herein by reference. In the event of a conflict, these Terms control with respect to the Referral Challenge.

### 2. Eligibility

---

#### 2.1 Referrer Eligibility

To be eligible to participate as a referrer, you must, as of the date you make a qualifying referral:

- Be a legal resident of the fifty (50) United States or the District of Columbia, and be at least eighteen (18) years of age;
- Hold an active, paid CookUnity subscription in good standing (i.e., not suspended, paused, or subject to a past-due balance);
- Have a valid CookUnity account registered with a unique email address and billing method; and
- Comply in full with these Terms.

Employees, officers, directors, contractors, and agents of CookUnity and its affiliates, as well as members of their immediate families and households, are not eligible to participate.

#### 2.2 Referee Eligibility

A referred friend (“Referee”) is eligible only if the Referee:

- Is a new CookUnity customer who has never previously held a CookUnity account or subscription;
- Resides in the United States and meets the minimum age requirement under applicable law;
- Signs up for a paid CookUnity subscription through the referrer’s unique referral link during the Promotion Period; and
- Has their first subscription order successfully charged (i.e., payment is collected and not subsequently reversed due to fraud, dispute, or error) on or before May 31, 2026.

A Referee who was already registered with CookUnity, whose subscription order is not successfully charged, or who signs up through any means other than the referrer’s unique referral link will not count as a qualifying referral.

### 3. Promotion Period

---

The Referral Challenge begins at 12:00:01 a.m. Eastern Time (“ET”) on May 1, 2026, and ends at 11:59:59 p.m. ET on May 31, 2026 (the “Promotion Period”). Referrals made or orders placed outside of this window

will not qualify for the Referral Challenge reward, though standard referral credits (see Section 7) may still apply.

CookUnity reserves the right to extend, shorten, or otherwise modify the Promotion Period in its sole discretion upon reasonable notice to participants.

## 4. How the Referral Challenge Works

---

### 4.1 Generating Your Referral Link

Eligible subscribers may access their unique referral link through the CookUnity referral landing page, the CookUnity mobile or web application, or links provided in promotional emails and SMS messages. Each referral link is personal, non-transferable, and tied to the referrer's account.

### 4.2 Qualifying Referrals

A "Qualifying Referral" is a referral where:

- (a) a Referee signs up for a new, paid CookUnity subscription using the referrer's unique referral link during the Promotion Period;
- (b) the Referee's first subscription order is successfully charged on or before May 31, 2026; and
- (c) the referral is not flagged or reversed by CookUnity pursuant to Section 8 (Fraud and Disqualification).

### 4.3 Completing the Challenge

To complete the Referral Challenge and become eligible for the Reward (defined in Section 5), a referrer must achieve three (3) Qualifying Referrals during the Promotion Period. All three Qualifying Referrals must occur within the Promotion Period. Qualifying Referrals do not carry over from prior periods or other promotions.

### 4.4 Reward Cap

The total number of Oura Ring 4 rewards available is strictly limited to two hundred (200), awarded on a first-come, first-served basis determined by the time and date on which CookUnity confirms a referrer's third Qualifying Referral. Once two hundred (200) referrers have satisfied the requirements and claimed their reward, the Oura Ring 4 reward option will no longer be available, even if additional referrers subsequently complete three Qualifying Referrals during the Promotion Period.

## 5. The Reward

---

### 5.1 Reward Options

Once a referrer has achieved three (3) Qualifying Referrals and the reward has not been exhausted (see Section 4.4), the referrer will be eligible to choose one of the following:

- Option A — Oura Ring 4 (Base Model): One (1) Oura Ring 4 base model (approximate retail value: \$349 USD), fulfilled by CookUnity; or
- Option B — CookUnity Credit: A credit of \$150 USD applied to the referrer's CookUnity account, redeemable toward future subscription charges.

### 5.2 Claiming the Reward

Rewards are not issued automatically. To receive the Reward, the eligible referrer must:

- Log in to their CookUnity account on the CookUnity website or app;
- Navigate to the referral dashboard or redemption page as directed in the notification sent by CookUnity;
- Select their preferred Reward option (Option A or Option B); and
- Complete any required verification steps presented at the time of redemption.

Failure to claim the Reward within thirty (30) days of receiving CookUnity's redemption notification will result in forfeiture. CookUnity is not responsible for unclaimed Rewards. The claim process is the sole method of Reward delivery; CookUnity will not fulfill Rewards by any other means.

### 5.3 Oura Ring Fulfillment

Referrers who select Option A will receive fulfillment instructions and a redemption mechanism (such as a unique code or direct shipment link) from Oura via the email address associated with their CookUnity account. Delivery is subject to availability and standard shipping timelines. CookUnity makes no warranty regarding the Oura Ring 4 beyond what is provided by the manufacturer; all product warranties, if any, are solely those of Oura Health, Inc.

### 5.4 CookUnity Credit Terms

CookUnity Credits issued under Option B are non-transferable, have no cash value, are not redeemable for cash, and may not be combined with other promotional credits except as expressly permitted by CookUnity. Credits expire twelve (12) months from issuance. CookUnity reserves the right to revoke Credits issued under Option B in the circumstances described in Section 8.

### 5.5 Non-Transferability

Rewards are personal to the qualifying referrer and may not be transferred, sold, assigned, or combined with any other offer. Rewards have no cash value except as expressly stated above with respect to CookUnity Credits.

## 6. Self-Referral Prohibition

---

Self-referrals are strictly prohibited. A "self-referral" occurs when a referrer uses their own referral link to create a new account for themselves, a member of their household, or any person acting at their direction for the purpose of generating a Qualifying Referral. Without limiting the foregoing, the following are prohibited:

- Referring yourself using a different email address, device, or payment method;
- Referring a family member, partner, or cohabitant who resides at the same address and who does not independently qualify as a bona fide new customer;
- Coordinating with another CookUnity subscriber to cross-refer one another solely to trigger the Reward;
- Creating fictitious or duplicate accounts, whether personally or through third parties.

CookUnity's fraud detection systems actively monitor for self-referral activity. Any referral identified as a self-referral will be disqualified, and the referrer's account will be subject to the consequences set forth in Section 8.

## 7. Standard Referral Credits

---

Separate from and in addition to the Referral Challenge Reward, CookUnity's standard referral program remains in effect. Referrers will receive a \$50 CookUnity Credit for each verified Qualifying Referral, subject to CookUnity's standard referral program terms. These per-referral credits are issued upon confirmation of each individual Qualifying Referral and are not contingent on completing all three Qualifying Referrals.

For the avoidance of doubt, a referrer who completes three Qualifying Referrals and claims the Referral Challenge Reward will receive: (i) \$50 per Qualifying Referral (totaling \$150 in standard referral credits for three referrals), plus (ii) the Referral Challenge Reward (either the Oura Ring 4 or the additional \$150 CookUnity Credit).

Standard referral credits are subject to the terms of CookUnity's referral program and are not governed by these Terms except to the extent necessary to define a Qualifying Referral.

## 8. Fraud and Disqualification

---

### 8.1 Fraud Monitoring

CookUnity employs automated and manual fraud detection measures to identify abuse of the referral program, including but not limited to: duplicate accounts, device fingerprinting, IP address analysis, payment method matching, unusual referral velocity, and other behavioral signals.

## 8.2 Disqualification Events

CookUnity may disqualify a referrer and void any pending or issued Reward, in its sole and reasonable discretion, if:

- The referrer engages in self-referral activity as described in Section 6;
- The referrer creates or assists in creating fictitious, duplicate, or fraudulent accounts;
- Any Referee's subscription order is charged back, disputed, or reversed after issuance of the Reward;
- The referrer uses bots, scripts, or automated tools to generate referrals;
- The referrer distributes their referral link in a manner that violates CookUnity's policies, including through spam, unauthorized advertising, or any misleading representation;
- The referrer violates any provision of these Terms or CookUnity's general Terms of Service; or
- CookUnity determines, in its reasonable judgment, that the referrer has attempted to manipulate or abuse the Referral Challenge in any other manner.

## 8.3 Consequences of Disqualification

Upon disqualification:

- Any Oura Ring 4 that has not yet been delivered will be voided and will not be fulfilled. If an Oura Ring 4 has already been delivered and disqualification arises from fraud or material misrepresentation, CookUnity reserves the right to seek recovery of the retail value of the ring.
- Any \$150 CookUnity Credit issued as the Referral Challenge Reward (Option B) will be immediately revoked from the referrer's account, regardless of whether any portion has been applied to a subscription charge.
- Any standard \$50-per-referral credits issued in connection with the disqualified referrals may also be revoked.
- CookUnity may suspend or terminate the referrer's account in accordance with its general Terms of Service.

CookUnity's determination regarding fraud and disqualification is final and binding. If you believe you have been incorrectly disqualified, you may contact CookUnity's support team at [legal@cookunity.com](mailto:legal@cookunity.com) within fifteen (15) days of receiving notice of disqualification.

## 9. Promotion Channels and Communications

---

The Referral Challenge will be featured through one or more of the following channels, solely at CookUnity's discretion:

- A physical mailing insert to existing CookUnity subscribers;
- The CookUnity referral landing page;
- In-app pop-up notifications within the CookUnity mobile and web applications;
- Email campaigns to active U.S. subscribers; and
- SMS campaigns to active U.S. subscribers who have opted in to receive text messages from CookUnity.

Receiving a promotional communication does not guarantee eligibility or reward availability. The Reward cap set forth in Section 4.4 applies regardless of when or how a referrer learns of the Referral Challenge.

## 10. Modifications and Termination

---

CookUnity reserves the right to modify, suspend, or terminate the Referral Challenge at any time, for any reason, in its sole discretion, including but not limited to circumstances involving fraud, technical errors, or

regulatory concerns. In the event of termination, CookUnity will make reasonable efforts to honor Rewards for referrers who have already completed three Qualifying Referrals prior to the termination date.

Material changes to these Terms will be communicated via the channels described in Section 9 or through the CookUnity website. Continued participation in the Referral Challenge after notice of changes constitutes acceptance of the revised Terms.

## 11. Taxes

---

Rewards may constitute taxable income to the recipient under applicable federal, state, and local tax laws. Each participant is solely responsible for all tax obligations arising from receipt of a Reward. CookUnity may be required to report the fair market value of Rewards to the Internal Revenue Service and applicable state tax authorities, and may issue an IRS Form 1099 or other tax documentation as required by law. CookUnity does not provide tax advice; participants are encouraged to consult a qualified tax advisor regarding their individual tax obligations.

## 12. Limitation of Liability

---

TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, COOKUNITY SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF OR RELATED TO THE REFERRAL CHALLENGE OR THESE TERMS, INCLUDING WITHOUT LIMITATION DAMAGES FOR LOST PROFITS, LOST DATA, OR LOSS OF GOODWILL. COOKUNITY'S TOTAL AGGREGATE LIABILITY TO ANY PARTICIPANT IN CONNECTION WITH THE REFERRAL CHALLENGE SHALL NOT EXCEED THE RETAIL VALUE OF THE REWARD THAT SUCH PARTICIPANT WAS ELIGIBLE TO RECEIVE (\$349 FOR THE OURA RING OR \$150 FOR THE COOKUNITY CREDIT, AS APPLICABLE).

CookUnity is not responsible for: (i) technical failures or malfunctions of any kind; (ii) lost, late, misdirected, or incomplete referral link activity; (iii) failure of any referral to be properly tracked due to technical issues; or (iv) printing, typographical, or other errors in these Terms or in any promotional materials.

## 13. Governing Law and Dispute Resolution

---

These Terms and any dispute arising out of or related to the Referral Challenge shall be governed by and construed in accordance with the laws of the State of New York, without regard to its conflict-of-laws principles. Any dispute that cannot be resolved informally shall be submitted to binding arbitration in New York, New York, in accordance with the rules of the American Arbitration Association. The parties waive any right to a jury trial with respect to any such dispute. Notwithstanding the foregoing, CookUnity may seek injunctive or other equitable relief in any court of competent jurisdiction to prevent fraud or protect its intellectual property rights.

## 14. General Provisions

---

- Entire Agreement. These Terms, together with CookUnity's general [Terms of Service](#) and [Privacy Policy](#), constitute the entire agreement between CookUnity and participants with respect to the Referral Challenge and supersede all prior representations, understandings, or agreements.
- Severability. If any provision of these Terms is held to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.
- No Waiver. CookUnity's failure to enforce any provision of these Terms shall not constitute a waiver of its right to enforce such provision in the future.
- No Agency. Nothing in these Terms creates an agency, partnership, joint venture, or employment relationship between CookUnity and any participant.
- Contact. Questions regarding these Terms should be directed to CookUnity's legal team at [legal@cookunity.com](mailto:legal@cookunity.com).