NO PURCHASE OR PAYMENT NECESSARY TO VOTE. PRIZES OR COMPENSATION WILL NOT BE PROVIDED FOR SUMBITTAL OF VOTES.

1. ELIGIBILITY: The Target + Barbie® Exclusive Career Doll (the “Career Doll Voting”) is open to residents of the 50 United States and the District of Columbia who are 13 years of age or older.

2. VOTING PERIOD: Career Doll Voting begins on September 16, 2019, at 12:00 a.m. Pacific Time and ends October 31, 2019, at 11:59 p.m. Pacific Time (the “Voting Period”).

3. HOW TO ENTER THE VOTES: There is NO PURCHASE NECESSARY to participate. Prizes or compensation will not be provided for submittal of votes. To enter your vote: (i) Visit the Barbie™ 60th Anniversary website at http://Barbie.com/Target during the Voting Period and (ii) Vote for the Barbie® Career Doll you think your child would love the most. Once you submit your vote, the online coupon promotional code will appear on the screen and will only be available for use at Target.com only. Normal Internet access and usage charges imposed by your on-line service will apply and are your responsibility.

4. GENERAL RULES/INFORMATION: Mattel has created three (3) Barbie® Career Dolls to be voted on. You will be permitted to submit your vote for the Barbie® Career Doll you think your child would love the most. Once you submit your vote, the online coupon promotional code will appear on the screen and will only be available for use at Target.com only. Mattel will judge the Barbie® Career Doll options during the Voting Period. Mattel will judge the Barbie® Career Doll options and select the winning Career Doll. The winning Career Doll will be sold exclusively at Target stores and Target.com starting January 12, 2020.

5. DISCLAIMERS: Mattel reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Career Doll Voting if it is not capable of running as planned, including, but not limited to, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other problems beyond the control of Mattel and select the winning Barbie® Career Doll from among all voter entries received prior to cancellation.

6. DATA PROTECTION/PRIVACY: By participating in the Career Doll Voting, you agree to the collection, processing and storage of your personal data by Mattel for purposes of the Career Doll Voting in accordance with Mattel’s privacy statement located at http://corporate.mattel.com/privacy-statement.aspx and applicable data protection laws.

7. CONTACT: The Mattel corporate office address is Mattel, Inc., 333 Continental Blvd., El Segundo, CA 90245. You understand that you are providing your information to Mattel, not Target, and that by entering your vote(s) on the Barbie™ 60th Anniversary website http://Barbie.com/Target, you release Target from any claim regarding the Career Doll Voting.