



Terms & Conditions – BAGS OF LOVE Gamification:

1. Eligibility:

- The "BAGS OF LOVE" Valentine's Special is a fun activity planned as part of Dalma Mall's FEB FEST 2024 campaign, inviting shoppers to celebrate their shopping experience from February 10th to February 14th, 2024, with delightful surprises.
- The "BAGS OF LOVE" Valentine's Special will take place exclusively on Sunday, February 11th, and on Wednesday, February 14th, 2024 (Valentine's Day) at the Central Atrium from 6:00 pm to 9:30 pm.
- To qualify for participation, customers must meet the minimum spending requirement of AED 200* (AED 750 for Carrefour purchases) at the mall between February 10th and February 14th, 2024. Additionally, they must complete the registration process successfully on the mall mobile App.
- The gamification offers every eligible shopper a single opportunity to play the "BAGS OF LOVE" fun challenge with our MC and a chance to win instant surprises.
- Every eligible customer should complete the registration form for the promotion. The Registration form will be available only to Mall mobile App users.

2. Activity Date:

- The promotion starts on February 10th, 2024, at 10:00 AM and concludes on February 14th, 2024, at 09:00 PM (An hour before the standard Mall trade hours).
- The promotion lasts only until the prizes last.

3. Participating Outlets:

- The following retail outlets are excluded from the promotion - Travel, Typing, Transportation, Service Outlets (Du, Etisalat, EZ Taxi, Royal Steam, etc.), Money Exchanges, Banks, and other Bill/Utility payment kiosks/stores.

4. Promotion Rewards:

- The cumulative prize pool for this promotion amounts to AED 50,000, including gift vouchers, gift hampers, or goodies from the mall &/or our retailers. The promotion concludes when all prizes are claimed or on the specified activity date and time.

5. Prize Redemption:

- The rewards for the gamification to those declared a winner by the MC will be shared, instantly.
- Unclaimed prizes will be forfeited, and Dalma Mall reserves the right to select an alternative winner.





6. Acceptance of Terms & Conditions:

- Participants fully and unconditionally agree to and accept all the Terms & Conditions and the decisions of Dalma Mall Management, which are final and binding in all matters related to the Promotion.

7. Promotional Consent:

- By participating in this promotion, participants give consent to receive promotional information from Dalma Mall.
- Participant information collected will not be shared with any third party.

8. Right to Alter Terms and Conditions:

- Dalma Mall reserves the right to alter/add to the terms and conditions as deemed necessary.

9. Modification of Promotion:

- Dalma Mall reserves the right to modify, suspend, or terminate the promotion at any time without prior notice.
- In the event of unforeseen circumstances or force majeure, Dalma Mall may alter the promotion or its duration.

10. Prize Substitution:

- Dalma Mall reserves the right to substitute the prize with another of equal or greater value if circumstances beyond its control necessitate such a change.

11. Liability Waiver:

- Participants release Dalma Mall, its affiliates, partners, and employees from any liability arising from or in connection with the promotion.

12. Exclusion of Dalma Mall Management Employees and Associates:

- Dalma Mall Management employees, its associates (suppliers/contractors/agencies), and Tenant Staff, or their families are not eligible to participate in the promotion.
- In case of any doubt regarding the eligibility of a participant, the details will be scrutinized, and Dalma Mall Management's decision will be final and binding.





13. **Winner Authentication:**

- By participating in the promotion, participants acknowledge and agree to abide by these Terms and Conditions. Dalma Mall reserves the right to disqualify participants who do not comply with these rules.
- Upon being selected as a winner, the participant agrees to provide all necessary information requested by the Mall Management to authenticate their identity and claim the prize.

14. **Fraudulent Activities:**

- Any attempt to manipulate or compromise the integrity of the promotion, including but not limited to multiple entries by the same participant, will result in disqualification.
- Dalma Mall reserves the right to take legal action against any participant involved in fraudulent activities.

15. **Dispute Resolution:**

- Any dispute arising from or in connection with the promotion shall be resolved amicably between the parties.
- In the event of a failure to reach an agreement, the matter will be referred to the appropriate legal authorities.

16. **Governing Law:**

- The promotion is governed by the laws of the region. Participants agree to submit to the exclusive jurisdiction of the courts in UAE in case of any dispute.

17. **Use of Participant Information:**

- Participants agree to the use of their names, photographs, nationality, and likeness for promotional/advertising purposes without charge.
- Participants agree to make themselves reasonably available for promotional purposes. The ensuing copyright will rest with Dalma Mall without any claim for compensation from the participants.

18. **Participant Responsibility:**

- Participants shall be responsible for providing complete and accurate information for registration.
- Dalma Mall does not hold itself responsible for incorrect information provided by participants.
- Registrations at the Customer Service Desk, during the promotion period will close by 9:30 PM daily. Any Registration request received after this time, will not be entertained to proceed further with participation, for the day. Promotion lasts till prizes last or till 9:00 PM of 14th Feb 2024.

