

**Terms and Conditions**  
**UAE E-Store Trade-In Offer**

- This Samsung Trade-In Offer (the “Offer”) is available to customers (“Customer(s)”) in the United Arab Emirates.
- This Offer comprises a trade in (“Trade-In”) by which Customers are welcome to trade-in their current device (“Old Device(s)”), the list of the devices can be found on Samsung website: [www.samsung.com.ae](http://www.samsung.com.ae) (“Website”) with a new Samsung device (“New Device(s)”) for a certain value payable by the partner. The Samsung business partner (“Northladder”) will handle the Trade-In operation.
- New Devices shall be limited to the following:
  - Samsung Smartphones, or
  - Samsung Tablets, or
  - Samsung Wearables, or
  - Samsung Televisions, or
  - Samsung Monitors
- Customer shall be able to purchase the New Device on [www.Samsung.com/ae](http://www.Samsung.com/ae), and then visit [www.Samsungtradein.ae](http://www.Samsungtradein.ae) and complete the online evaluation form.
- If the Customer is trading in a Smartphone, Tablet, Wearable or Monitor device, the following process applies:
  - After 5 to 7 business days of receiving the New Device, a partner associated with Samsung will do a doorstep evaluation directly at the Customer’s address to check the quality of the Old Device(s). Upon agreeing on the value of the Old Device(s), the Customer will be paid directly in cash by the partner.
- If the Customer is trading in a Television, the following process applies:
  - After 5 to 7 business days of receiving the New Television, a partner associated with Samsung will do a doorstep evaluation directly at the Customer’s address to check the quality of the Old Television(s). Upon agreeing on the value of the Old Television(s), the customer will receive the amount through a Bank Transfer after 3 to 4 business days from agreement. The customer will receive a secure link to add their Bank Account details.

**Trade-in with Upfront Discount:**

- This Offer comprises a Trade-In by which Customers are welcome to trade-in their current Old Device(s) on Samsung website: [www.samsung.com.ae](http://www.samsung.com.ae) with a New Device(s) for a certain value payable by the partner and get an up-front discount (“Up-Front Discount”).
- This Offer is available for selected New Devices when purchasing on the Website.
- Customer should select the New Device and grade their Old Device while applying for the Trade-In on the Website. The Customer also needs to ensure that the Old Device can be switched on. Old Devices that do not switch on are not eligible for the Trade In.
- Customer can Trade-in a Samsung Old Device only.
- Customer will automatically receive an Up-Front Discount on the New Device after completing the Trade-In selection.
- Customer will be able to complete the purchase with a full credit or debit card payment only. Other payment options are not available with the Trade-In Up-Front Discount. Eligible payment options will be displayed at checkout.

- In the event that Customer does not complete the Trade-In process by handing over their Old Device to Northladder and the Customer does not return their New Device, Samsung will recover the Up-Front Discount provided at the time of purchase of the New Device, after the 20 days return period is ended (“Payment Grace Period”). Samsung will automatically charge the Customer on the original payment method used at the time purchase. In such case, Samsung reserves the right to refuse to take any new orders from the Customer; Samsung will also review any activity in relation to existing orders under the Customer name.
- Please note that if the Customer fails to return the Old Device(s) to Northladder and if Samsung is unable to recover the payment from the Customer through the original payment method, Samsung will try to reach out to the Customer by email, phone or from Samsung call center to remind the Customer of the pending payment. If Samsung is unable to recover the payment after contacting the customer, Samsung reserves the right to remotely disable the New Device. If Samsung takes this action, it shall take place after 5 days after the Payment Grace Period.
- Samsung also reserves the right to take any further legal action before any competent law enforcement authorities against the Customer civil and criminal liabilities for any pending payment or any case of non- returning the New Device.

**For Trade-In orders on [www.Samsungtradein.ae](http://www.Samsungtradein.ae), the below conditions apply:**

- The Offer is available only at Samsung authorized online Trade-In partner stores, appointed by Samsung. For more information [click here](#).
- The Offer is only available for Completed and Delivered online orders from [samsung.com/ae](http://samsung.com/ae). Any canceled or returned orders are not eligible for Trade-In.
- The customer can place a Trade-In order on [samsungtradein.ae](http://samsungtradein.ae) for each unique Samsung Order placed on [samsung.com/ae](http://samsung.com/ae)
- Customers trading a Chinese or Korean Specs device might receive a lower grade.
- The Customers must apply for Trade-In within 30 days of receiving their New Device. Trade-In requests for New Devices submitted after 30 days of delivery will be rejected.
- The Trade-In partner will contact the customers to schedule a pickup or evaluation of the Old Devices. If the customer is not reachable, the Trade-In partner may cancel the Trade-In order after 30 days.
- For Old Devices to be eligible for Trade-In (“**Eligible Device(s)**”) they must be included in the following list that also includes the price estimates, for more information [click here](#).
- The Online Trade-In partner appointed by Samsung will have the sole discretion in deciding the Eligible Devices.

**Trade-In General Conditions:**

- The Customer can apply for Trade-in on the Samsung website: [www.samsung.com.ae](http://www.samsung.com.ae) or visit [www.Samsungtradein.ae](http://www.Samsungtradein.ae) to initiate the Trade-In process.
- The Customer shall be at least 18 years old; or have the permission of his/her parent or his/her legal guardian.
- The Customer must clear the personal data available on the Old Device prior to handing it over. The Trade-In partner can do a data wipe at an additional cost as defined by them.
- Customer shall remove any SIM card or memory cards including personal data from the Old Device. A partner associated with Samsung can conduct a data scan at an additional cost as specified by him.

- Customers can apply for Trade-In for one (1) New Device in one Samsung Order.
- Customers can Trade-In one (1) Old Device for one (1) New Device per new Order, regardless the No. of New Devices in the Order.
- Samsung and its online Trade-In partner shall not accept liability for loss of any content, data or any other information contained in the Old Device.
- Customer is aware of the loss of all content including contact numbers stored on the Old Device.
- The Samsung associated partner shall not be liable for any costs or damages that may incur because of the loss thereof.
- The Customer evaluates its Eligible Device via the [www.Samsungtradein.ae](http://www.Samsungtradein.ae) or [www.samsung.com/ae](http://www.samsung.com/ae) (during the purchase journey) in order to provide the initial estimation. The final estimation will be decided by the online Trade-In Samsung associated partner appointed by Samsung upon collection of the Old Device or upon door step grading, then classified as per the grading criteria described on [www.Samsungtradein.ae](http://www.Samsungtradein.ae) or [www.samsung.com/ae](http://www.samsung.com/ae).
  - Samsung may offer an extra top-up value in addition to the residual value provided by the trade-in partner, and such will be valid for customers purchasing from [samsung.com/ae](http://samsung.com/ae) only. The top-up value is dependent on the New Device and Old Device selection and varies by product. The top-up value is not available to all products. If a customer is trading in multiple Old Devices for the same New Device, they will receive only one top-up value.
- Customers shall share their identification details and IMEI number of their Old Device to the Samsung associated partner. Samsung shall not be liable for any loss or theft of this data.
- In order to validate the Trade-In and payment, Customers will have to share the IMEI number available on the New Device to the online Trade-In Samsung associated partner Website.
- Samsung shall not be liable to the Customer for any loss and/or damages of any kind suffered in connection with the purchase, redemption and/or use of this Offer or the inability to use this Offer.
- Samsung and its partners shall not be liable in the event of delay and/or non-performance of any of its obligations under these Terms and Conditions in the event of: quarantine restriction caused by the outbreak of any national or international pandemic; any other restriction issued by the federal government of the United Arab Emirates or state Government in any of the emirates; or Force Majeure beyond the control of Samsung to fulfil any of its obligations stated herein.
- Samsung shall be entitled at its sole discretion and subject to any applicable law, to terminate or modify the Promotion or to modify these Terms and Conditions at any time prior to the Promotion Period.
- By participating in this Offer, the Customer accepts that any dispute of whatever nature which is directly or indirectly related to these Terms and Conditions or to their or her participation in the Offer, will be subject to, governed and construed by the laws and regulations of the United Arab Emirates and such disputes shall be resolved by the competent courts in the United Arab Emirates.