

## **Terms and Conditions**

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#### **What is isme?**

- isme by Jumeirah Rewards Programme (“**isme Rewards**”) is a reward programme provided by Jumeriah hotels & resorts (“**Jumeirah Hotels**”) and developed in the form of a smart phone application accessible to Samsung mobile users (“**Member(s)**”) upon purchasing S8 and S8+ mobile phone (“**Device(s)**”) to avail certain rewards from Jumeriah Hotels. The Rewards include complimentary benefits and redeemable value added offers to Members when visiting certain Jumeirah Hotels venues.

#### **isme Reward Terms**

- isme Rewards is valid from 27<sup>th</sup> May 2017 until 31st December, 2017, subject to availability (“**isme Rewards Period**”)
- isme Rewards shall only be available for Devices purchased from Samsung authorized retail stores in the United Arab Emirates.

#### **Members Eligibility**

- In order to avail isme Rewards, Members shall go to the ready Samsung Members Application (the “**Smart App**”) on the Device and download isme Rewards digital voucher (the “**Voucher**”) on the Device through the Smart App.
- The Voucher provides a unique code and a membership sign up page that Members can use to sign up for isme Rewards.
- Upon successful sign up, isme Rewards will send membership detail on Members mobile phones or email addresses.
- Members may not avail the isme Rewards after the last day of the isme Rewards Period.
- The terms and conditions of isme Rewards shall apply to Members and are available on the following link: <https://isme.jumeirah.com/termsconditions/> upon Members sign up.

#### **General Terms**

- Samsung reserves the right to modify, vary, delete or add to any of these Terms and Conditions at any time prior or during the isme Rewards Period.
- Samsung shall not be liable to the Members for any loss and/or damages of any kind whatsoever, suffered in connection with the Members inability to register or download the Voucher.
- Samsung shall be entitled at its sole and absolute discretion to terminate or modify the benefits associated

with the isme Rewards or to modify, vary, delete or add to any of these Terms and Conditions at any time prior or during the isme Rewards Period.

- Any dispute of whatever nature directly or indirectly related to these Terms and Conditions or to the Members participation in the isme Rewards, shall be governed by the laws of the United Arab Emirates, and shall be resolved by the competent courts in the Emirate of Dubai, United Arab Emirates.