

PRIVILEGEPLUS Terms & Conditions

A. **PRIVILEGEPLUS** Membership

1. Eligibility and process of membership application is exclusive for residents of United Arab Emirates with valid identification certificate or ID.
2. To qualify, a **PRIVILEGEPLUS** applicant must present shopping receipts (from Mercato and Town Centre Jumeirah) worth AED 2,000 or above in single or accumulation of receipt transactions. Receipts must not be older than three (3) months to qualify.
3. All members are requested to keep **PRIVILEGEPLUS** informed of any changes to their personal details (i.e. name, address, P.O. Box and other relevant data). Members can either visit the mall Customer Service Desks and complete a Members Contact Details Update form or send an email to: privilegeplus@mercatoandtowncentre.com. Verbal notification is not valid and will not be entertained.
4. The Member agrees to receive communications, including but not limited to electronic, postal materials and sms/mobile messages from **PRIVILEGEPLUS**.
5. **PRIVILEGEPLUS** reserves the right, at its sole discretion and without prior notice, to cancel the PPL Card of any member and all benefits and privileges that go with said membership.

B. Use of the **PRIVILEGEPLUS** Card

1. The **PRIVILEGEPLUS** Card is and shall remain the property of Mercato and Town Centre Jumeirah and must be returned upon request.
2. The **PRIVILEGEPLUS** card is not a credit card.
3. The **PRIVILEGEPLUS** Card is not transferable under any circumstances and is valid for use only by the member, who must present it when conducting any transaction to any participating store/outlet in Mercato and/or Town Centre Jumeirah.
4. The **PRIVILEGEPLUS** Card provides the member with the benefit of receiving instant discounts when shopping at participating store/outlets. Discounts are detailed in the **PRIVILEGEPLUS** booklet. For every purchase of AED 200 made at participating shops/outlets, 1 point is added to the loyalty card. These points can be accumulated to enter the raffle draws.
5. The **PRIVILEGEPLUS** card cannot be used for claiming instant discounts from transactions made at non-participating shops/outlets.
6. In case of a lost or damaged **PRIVILEGEPLUS** Card, members can place a card replacement request by completing the **PRIVILEGEPLUS** Renewal/Replacement form online: www.mercatoshoppingmall.com www.towncentrejumeirah.com or alternatively visit the Customers Service Desks at Mercato or Town Centre Jumeirah to fill out the form. The previous card

number will be stopped and a new card will be issued to the member in approximately three working days.

C. **PRIVILEGEPLUS** Card Renewal

- **PRIVILEGEPLUS** Card can be renewed in two ways,
 - A. Online Card Renewal - Completing the **PRIVILEGEPLUS** Membership Renewal / Card Replacement Form online: www.mercatoshoppingmall.com www.towncentrejumeirah.com Members are asked to complete the required fields of the form to request a new **PRIVILEGEPLUS** Card if it has been lost, has expired, has got damaged or is not working. The member will receive a call from our **PRIVILEGEPLUS** Customer Service team for verification purposes. (Submitted data from members will be verified and validated using the previous information provided from the original application i.e. First Name, Surname and mobile number. If information provided by the member align with the **PRIVILEGEPLUS** database, the Customer Service Team will approve and print a new card for the member which can be either send by post or be collected anytime from Mercato or Town Centre Jumeirah. Please note that the old card number will be stopped and all remaining points on the previous card will be transferred to the new card.)
 - B. Manual process of Renewal (Direct from Customer Service – Members can also physically approach our Mercato and Town Centre Jumeirah Customer Service staff to renew their loyalty card. The member will need to complete A Card Replacement Form to obtain a replacement card. Members can also update their contact information to the Customers Service Desk and fill up the Members Contact Details Update Form.

D. Earning of **PRIVILEGEPLUS** Points

1. Rules and guidelines for earning **PRIVILEGEPLUS** points are detailed in the Membership Application form. **PRIVILEGEPLUS** reserves the right at all times to make any changes to any such rules / offerings at its sole discretion.
2. **PRIVILEGEPLUS** points accrued by any member do not constitute the property of the member and have no cash or monetary value and cannot be exchanged for cash. **PRIVILEGEPLUS** points are gained through purchases from participating shops/outlets and are for the purpose of entering the **PRIVILEGEPLUS** prize draws.
3. **PRIVILEGEPLUS** reserves the right to make adjustments on earned or accrued points as it sees fit, including, but not limited to, deduction of points arising from returned goods, void transactions or

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services purchased from **PRIVILEGEPLUS** Partner or from disputes.

4. It is the responsibility of the member to keep transaction receipts, which may be requested in the case of a verification request by **PRIVILEGEPLUS**.
 5. **PRIVILEGEPLUS** members will not earn points from transactions made at non-participating shops/outlets.
 6. Mall management staff, affiliates and employees of partners are not allowed to earn **PRIVILEGEPLUS** points from purchases at Mercato and Town Centre Jumeirah.
- E. PRIVILEGEPLUS Points and Prize Redemption**
1. Rules, guidelines and venues for redemption of **PRIVILEGEPLUS** Points are described in the Member's Manual.
 2. For the redemption of **PRIVILEGEPLUS** Points, those points reflected in **PRIVILEGEPLUS** records shall be deemed correct and **PRIVILEGEPLUS** has the exclusive right to determine the available amount of points to be awarded to or redeemed by the member.
 3. Redeemed benefits or privileges cannot be exchanged for cash and are not refundable or replaceable under any circumstances.
 4. By redeeming points for benefits or privileges, the member releases **PRIVILEGEPLUS** and its Partners from any and all liability to the member regarding the use and redemption of the points and on the issuance and usage of said benefits, privileges or points redeemed may no longer be changed, revoked, or cancelled.
 5. **PRIVILEGEPLUS** prizes must be redeemed in the Mercato Management office by a winning member within 60 days from the date that the draw takes place. Failing which, the unclaimed prize will become the property of The Department of Economic Development.
 6. **PRIVILEGEPLUS** will bear no responsibility for resolving any disputes concerning any goods, services nor prizes received by the member.
 7. Information acquired during issuance and redemption of points and during membership processing, may be used by **PRIVILEGEPLUS** and its Partners for administrative and marketing purposes.

F. Breach of Terms and Conditions

1. It is a breach of these Terms and Conditions for any member in the reasonable opinion of **PRIVILEGEPLUS** to: abuse any benefits, privileges, facilities, services or arrangements provided by **PRIVILEGEPLUS**; act in a fraudulent manner or in a way which is likely to be detrimental to **PRIVILEGEPLUS**; supply or attempt to supply misleading information, or make any misrepresentation to **PRIVILEGEPLUS** or any Partner; or act in any way which breaches or is likely to breach the **PRIVILEGEPLUS** Terms and Condition. **PRIVILEGEPLUS** has the right to decide what constitutes a breach and this decision shall be final and conclusive.
2. Any breach of Terms and Conditions whether intentional or otherwise may result in termination of membership, forfeiture of issued **PRIVILEGEPLUS** Points and cancellation of benefits or privileges at the sole discretion of **PRIVILEGEPLUS**. Eligibility for future or further participation in the **PRIVILEGEPLUS** Programme shall likewise be affected.
3. In the event of termination, all **PRIVILEGEPLUS** points, benefits and privileges that may have been earned or accrued by the member will also be terminated, and these may not be sold, assigned or transferred or otherwise redeemed. **PRIVILEGEPLUS** and its Partners shall in no way be liable for any **PRIVILEGEPLUS** points, benefits or privileges of a terminated member.

Your Declaration

"Yes, I would like to apply for membership of the Mercato and Town Centre Jumeirah Loyalty Programme. I acknowledge that membership of the Mercato and Town Centre Jumeirah Loyalty Programme will be based on the Terms and Conditions as stipulated above and use of my card will constitute my acceptance of these terms and any amendments to them."