

Berrylicious Strawberry Campaign (“Promotion”)

Duration: 23 December 2024 to 29 January 2025

Timing: 10:00 AM to 10: PM until stocks last

Terms & Conditions

1. Customers who spend AED 500 or more (excluding taxes and fees) per day during the Promotion Period (an “**Eligible Purchase**”) are eligible to receive one free 1kg pack of strawberries (each a “**Prize**”) from Waterfront Market LLC, while stocks last.
2. “**Promotion Period**” means 23 December 2024 to 29 January 2025 (both dates inclusive). The Promotion will run every day from 10:00 AM to 22:00 GST during the Promotion Period until a total of 200 Prizes are distributed each day. The Promotion may end earlier each day if all 200 Prizes are distributed before 22:00 GST.
3. **Eligibility:** The Promotion is open to customers who make an Eligible Purchase during the Promotion Period at any of the following Waterfront Market pavilions:
 - a. Meat & Poultry
 - b. Seafood and live fish counter
 - c. East Bazaar
 - d. Main Bazaar
 - e. Fresh fruits & vegetables
 - f. Dry goods and spices
 - g. West Bazaar
 - h. Lulu Hypermarket
 - i. Food and beverage outlets (e.g. cafes and restaurants)
4. The following Waterfront Market outlets are excluded from the Promotion:
 - a. Money exchanges (e.g. Al Ansari Exchange)
 - b. Utility payment services (e.g. du or Etisalat)
 - c. Driving license services kiosks (e.g. Galadari driving school)
5. Employees of Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC, Waterfront Market LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies) or employees of traders operating within Waterfront Market are not eligible to enter the Promotion even if they make an Eligible Purchase.
6. Multiple purchases from different traders within the Waterfront Market made on the same day may be aggregated to reach a total of AED 500 to be eligible for the Promotion.
7. **Redemption mechanism:**
 - a. To be eligible to receive a Prize, customers must present original receipts showing a total daily spend of AED 500 or more during the Promotion Period.
 - b. Each customer must show their valid Emirates ID or passport to be eligible to enter the Promotion.
 - c. Collection by a customer of their Prize must be concluded at the information desk in Waterfront Market on the day of the Eligible Purchase. It is not possible to collect a Prize on a different day to the date of the Eligible Purchase.
8. This Promotion cannot be combined with any other offer, discount or promotion unless otherwise stated by Waterfront Market LLC. Waterfront Market LLC reserves the right to

amend or cancel the Promotion or these terms and conditions at any time without prior notice, at its sole discretion.

9. Customers will not be entitled to, and Waterfront Market LLC will not offer, a cash alternative to the Prize or any alternative prize.
10. All decisions made by Waterfront Market LLC regarding the Promotion, including but not limited to eligibility, redemption, and cancellation, are final and binding.
11. By participating in the Promotion, customers hereby consent to the use of any photos or images taken of, and including, them, being used for marketing purposes, including but not limited as part of, or on, any social media platform, website, email communications and/or digital marketing campaign, in relation to the Promotion or the Waterfront Market more broadly.
12. By entering the Promotion, customers hereby agree to let Waterfront Market LLC use their personal information for publication and marketing purposes in relation to this Promotion (and the Waterfront Market more broadly) and in accordance with its privacy policy below. Customers hereby confirm that all the personal information given as part of the registration process is true, accurate and complete.
13. Insofar as is permitted by applicable law, Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC, Waterfront Market LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies) will not in any circumstances accept any liability for any loss, damage, personal injury or death occurring as a result of running the promotion or issuing the Prizes. In the circumstances where such exclusion of liability is held to be void or unenforceable, the total aggregate liability of Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC, Waterfront Market LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies) shall not exceed AED 100 (one hundred UAE dirhams).
14. By participating in this Promotion, customers acknowledge that they have read, understood, and agreed to be bound by these terms and conditions. Waterfront Market LLC reserves all rights in interpreting and enforcing these terms and conditions as necessary.
15. For more information about this promotion, visit one of the Waterfront Market customer service desks or call our toll-free number 800 627538.

PRIVACY POLICY

By ticking the “*I consent*” box, you hereby consent to our processing of your personal data in accordance with the “**BERRYLICIOUS**” promotion (“**promotion**”) terms and conditions above and this privacy policy.

Please be aware that you have the right to withdraw your consent to our processing your personal data (including the processing of your personal data for marketing purposes as

further detailed below) at any time and you may exercise your right to withdraw your consent by contacting us at: DPO@ithradubai.com. Please note that if you withdraw your consent to our processing your personal data before the end of the promotion, we may be unable to contact you relating to the promotion.

What personal data will we process

We will process the following personal data as part of the promotion:

- name
- email address
- mobile phone number
- country and city of residence
- address

Our purposes for processing your personal data

Your personal data will be processed in relation to the promotion. This will involve the processing of your personal data in the following ways:

- registering your details as part of the promotion
- updating you on the promotion
- notifying you of similar promotions in the future or other Waterfront Market events.

How we collect your personal data

We will collect your personal data directly from you. Most of the personal data we collect will be provided by you as part of the promotion registration process. We will not be collecting personal data relating to you from any third-party sources.

How long do we retain your personal data

We will retain your personal data for the duration of the promotion and then for a period of **2** years after the promotion to notify you of similar future promotions or other Waterfront Market events.

Who will access your personal data

Your personal data will be shared with our subsidiaries, affiliates, companies under our management and other related companies. We may also share your personal data with other third parties in the future when we organize similar promotions so that you can be contacted about these promotions. We may also provide your personal data to third-party media organizations and/or government authorities if required.

Where do we process your personal data

Your personal data will be processed in the United Arab Emirates. We will not transfer your personal data outside of the United Arab Emirates.

Exercising your rights in relation to your personal data

You have certain rights, depending on the applicable data protection law, in relation to the processing of your personal data. This includes obtaining details of the purposes for which we are processing your personal data, who we share your personal data with and, if we transfer your personal data outside the United Arab Emirates, the protections we put in place to ensure your personal data stays secure as part of, and following, that transfer.

How to contact us

If you would like to contact us regarding any matter relating to our processing of your personal data in relation to the promotion, you can contact us at: DPO@ithradubai.com.