

# **Alliance Bank – Shopee 10.10 Campaign Terms and Conditions**

1. This Alliance Bank – Shopee 10.10 Campaign (“Campaign”) is organised by Alliance Bank Malaysia Berhad (“ABMB” or “the bank”), in partnership with Shopee Malaysia (“Shopee”) and will take place on the Shopee Mobile Application platform (“Shopee App”) and Shopee website. This Campaign is only valid on 6 October 2024 until 13 October 2024 (“Campaign Period”) (both dates inclusive), unless otherwise specified.
2. ABMB and Shopee reserves the right at any time with prior notice to change the duration and/or commencement and/or the expiry date of the Campaign Period to the customers via the bank’s website.
3. ABMB reserves the right at any time to amend, terminate, delete and/or add the Campaign Terms, wholly or in part, as per the bank’s internal policies with prior notice to the customers. For the updated Campaign Terms and Conditions, please visit our website at [www.alliancebank.com.my](http://www.alliancebank.com.my) from time to time.
4. This Campaign is open to all ABMB Credit Cardholders (“Cardholders”) whose credit card is valid and payment can be made at the point of transaction in the Shopee App and/or Shopee website during the Campaign Period (“Eligible Cardholders”).
5. The Alliance Bank Visa and Mastercard credit cards (“Eligible Credit Cards”) applicable for the E-Vouchers are defined as per the credit card bin number (first 6 digits of Alliance Bank Visa and MasterCard credit cards) listed below:
  - 421344
  - 440460
  - 440461
  - 451421
  - 466538
  - 528958
  - 546595
  - 546594
6. Permanent and/or contract employees of ABMB (including its subsidiaries and related companies), including their respective immediate family members **are eligible** to participate in this Campaign.
7. E-Vouchers for ABMB Credit Card payment (“E-Vouchers”) will be made available for claim on Shopee App and Shopee website.
8. Table 1 is the illustration of the E-Vouchers mechanism, validity period, quantity and total voucher value available on Shopee App and/or Shopee during the Campaign Period for existing Shopee users.

**Table 1**

Campaign	Alliance Bank – Shopee 10.10 Campaign	
E-Voucher Validity Period/Campaign Period	6 October 2024 until 13 October 2024 (8 days)	
E-Voucher Mechanics	RM18 OFF with a minimum spend of RM150 per transaction	RM55 OFF with a minimum spend of RM500 per transaction
E-Voucher Quantity	400	300
E-Voucher Application	All Shopee Mall and Preferred Sellers	
Voucher Code	ABMB18	ABMB55

9. The E-Vouchers are valid for claim and redemption for the Eligible Cardholders on a first –come, first-served basis within the validity period as stated above only.
10. Eligible Cardholders must use the E-Voucher Code above or claim the E-Vouchers from the Alliance Bank promotion page on Shopee App and/or Shopee website, and then select to redeem the E-Voucher at the checkout page when making payment with the ABMB Eligible Credit Cards.

11. The E-Vouchers of RM18 and RM55 discounts are valid with a minimum spend of RM150 and RM500 respectively on the total nett purchase price in a single transaction (exclusive of shipping/courier charges) on Shopee App and/or Shopee website with payment using ABMB Eligible Credit Cards only.
12. Each E-Voucher Code is limited to one (1) time redemption per Shopee account/user.
13. The E-Vouchers are not valid for the following transactions:
  - a. Infant Milk (0-6 months)
  - b. Follow-on Milk (6-12 months)
  - c. Tickets & Vouchers
  - d. Mobile Reloads & Sim Cards
  - e. Gaming Top-ups
  - f. S-Mart Milo
  - g. Products from One or Not by Shopee Store products
  - h. MMA Foundation Store products
  - i. Shopee Givesback Store
  - j. PETRONAS & Setel Fuel Cards
  - k. Gift Cards & E-Voucher
14. Shopee reserves the right to alter, cancel, terminate, or suspend the Campaign at any time with prior notice to the customers via the bank's website. For enquiries or assistance, please contact Shopee Customer Service at +603-2777 9222.
15. ABMB reserves the right to disqualify any one or more transactions posted under the Eligible Cardholders' Credit Card account where:
  - a. Payment for the Credit Card has been due for thirty (30) days or more and/or;
  - b. The account in respect of the Credit Card is suspected to have been operated fraudulently and/or;
  - c. The account in respect of the Credit Card is closed or suspended by ABMB.
16. This Campaign Terms and Conditions shall be in addition and without prejudice to any one or more of the existing terms and conditions ("Existing Terms") governing the Eligible Cardholders' Account and other Accounts maintained with ABMB. In the event of any conflict, inconsistency or discrepancy between the Campaign Terms and Conditions and the Existing Terms, then the Campaign Terms and Conditions shall prevail but to the extent of such conflict, inconsistency or discrepancy thereof only.
17. The Eligible Cardholders shall, by virtue of their participation in this Campaign, have agreed to be bound by the Campaign Terms and Conditions and accept the same in their entirety.
18. All decisions made by ABMB and Shopee in respect of this Campaign shall be final and no appeal, correspondences, or attempt to dispute the same would be entertained.
19. ABMB shall not be responsible for any delay in transmission of evidence of transactions by Visa International Incorporated, Mastercard Incorporated or any merchant establishments, postal or telecommunication authorities or any other party which may result in the Eligible Cardholders being omitted from converting the transaction(s) during the Campaign Period.
20. For any cancellation, termination, suspension or extension of the Campaign Period shall not entitle the Eligible Cardholders to any claims, demands or compensations against ABMB for any losses or damages suffered or incurred by the Eligible Cardholders and whether arising as a direct or indirect result of such act of cancellation, termination, suspension or extension due to the Eligible Cardholders own act.
21. ABMB shall not be responsible nor shall accept any liabilities arising or suffered by the Eligible Cardholders resulting directly or indirectly from this Campaign not cause by ABMB.
22. All the Terms and Conditions including the additions, deletions, variations and/or amendments as may be made in respect thereof from time to time shall be governed by and construed in accordance with the laws of Malaysia and unless as agreed otherwise by ABMB, the Eligible Cardholders hereby agree to submit to the exclusive jurisdiction of the competent courts of Malaysia.
23. The Eligible Cardholders hereby understands and consents to the collection of personal data, processing, storing, usage and disclosure of the Eligible Cardholders personal data (which includes but is not limited to contact details),

by ABMB to its affiliates, service providers as required and necessary, for the purposes of effecting and discharging the services of this campaign. For the avoidance of doubt, Personal Data includes all data defined within the Personal Data Protection Act 2010 including all data you had disclosed.

24. By participating in this Campaign, the Eligible Cardholders agree that they have read the Notice and Choice Principle Statement available at the Bank's website (<https://www.alliancebank.com.my/Alliance/media/Pdf/Personal%20Data%20Protection%20Act%202010/NCP-for-website-ENG.pdf>) and hereby give their consent and authorise the Bank to disclose their particulars to any third party service provider engaged by the Bank for the purpose of this Campaign.
25. The Bank has instituted and maintains policies and procedures designed to prevent bribery and corruption by the Bank and its directors, officers, or employees; and to the best of the Bank's knowledge, neither the Bank nor any director, officer, or employee of the Bank has engaged in any activity or conduct which would violate any anti-bribery or anti-corruption law or regulation applicable to the Bank. The Bank has not, and covenants that it will not, in connection with the conduct of its business activities, promise, authorize, ratify or offer to make, or take any act in furtherance of any payment, contribution, gift, reimbursement or other transfer of anything of value, or any solicitation, directly or indirectly to any individual by the Bank for the purpose of this Campaign.
26. By virtue of participating in this Campaign, Eligible Cardholders hereby acknowledges that it has been made aware of the Bank's anti-bribery and corruption summary of the policy available at <https://www.alliancebank.com.my/Anti-Bribery-and-Corruption-Summary-of-Policy> and further covenants/undertakes that it shall not indulge in such corrupt practices in whatsoever manner whether directly or indirectly with any directors, officers or employees of the Bank.
27. The Bank may from time to time provide the latest update or content to educate the Cardholder and create awareness that help prevent or mitigate fraud and scam risk. These may include but not limited to security tips, software/operating system/application/version update, and regulation requirements from any relevant governing bodies.
28. The Cardholder shall keep in safe custody of all banking instruments, for example security tokens, VISA/MASTERCARD CARD, PIN, internet and mobile banking login credentials, and transaction authorisation code (TAC). The Cardholder shall notify the Bank immediately when the Cardholder becomes aware that any of the above is lost or used without authority or proper authorisation. The Customer shall not be liable for losses resulting from unauthorised transaction(s) occurring after the Customer had notified the Bank in accordance with these Terms and Conditions that the Customer's banking instruments mentioned above have been lost, misused, stolen, compromised or breached.
29. Where any loss or damage suffered by the Customer is solely attributed to the wilful negligence of the Bank, the Bank's sole and entire liability (whether in respect of one or more claims) to the Customer in contract or tort shall not exceed the amount of the transaction which gave rise to the claim or claims or the direct damages sustained, whichever is lower. In no event shall the Bank be liable for any loss of business, loss of profits, earnings or goodwill, loss of data, indirect, consequential, special or incidental damages, liabilities, claims, losses, expenses, disbursements, awards, penalties, proceedings and costs regardless of whether the possibilities of such losses or damages were disclosed to, or could have reasonably been foreseen by the Bank.
30. Upon being notified by the Cardholder of such incident, the Bank shall conduct an investigation and the Cardholder is required to provide sufficient information and collaboration to facilitate the investigation. The Bank is hereby given the authority to perform the following measure(s) upon detection of such incident (with/without prior consent from the Cardholder) in order to prevent, stop or mitigate further financial loss while the Bank is performing its investigation and the Cardholder will be notified once the following measure(s) has been operated:
  - a. suspend or freeze the affected VISA/MASTERCARD CARD Account
  - b. revoke or reset the Cardholder's internet or mobile banking access; and/or
  - c. revoke the validity of banking instruments

and the Customer will be notified once the above has been operated.