

BuyDirect RM1 Rush Campaign Terms & Conditions (“Campaign T&C”)

1. Organiser

This BuyDirect RM1 Rush Campaign (“**Campaign**”) is organised and managed by **Exabytes Network Sdn. Bhd. (“Exabytes”)**, trading as Exabytes New Retail (“**Organiser**”). Participation is subject to these Campaign T&C and all applicable laws and regulations in Malaysia.

2. Campaign Period

The Campaign shall commence on from **20 July 2026** and shall end on **20 August 2026**, both dates inclusive (“**Campaign Period**”), unless the Organiser, at its sole discretion, decides to amend or extend the Campaign Period. Any such changes will be notified in accordance with these Campaign T&C.

3. Eligibility

- The Campaign is open to all residents of Malaysia.
- Participants under **18 years old** must obtain parent or legal guardian consent to participate and claim any prize.
- No registration, membership, organisational affiliation, or minimum purchase is required to participate.
- Entries submitted by automated bots or fraudulently will be disqualified.

4. How to Participate

- Participants must be either (i) newly registered members of a participating brand, or (ii) existing members of a participating brand who have not made any prior purchase from that participating brand before the commencement of the Promotion.
- Participants must access the RM1 Rush campaign section on BuyDirect to be redirected to the respective participating brand’s designated hidden campaign page.
- Each participating brand’s hidden campaign page will feature selected products with multiple product variants available for purchase.
- Each participant is entitled to purchase a maximum of one (1) product from each participating brand under the Campaign.
- Participants are only required to pay RM1 for the selected product, subject to the availability of campaign units.
- Each participating brand will offer a maximum of fifty (50) units only throughout the Campaign Period, while stocks last.

5. Use of Personal Data

By participating in this Campaign, each participant agrees that the Organiser may collect, use, and process their personal data for purposes related to running the Campaign, including verification, winner selection, prize fulfilment, announcements, and related communications, in accordance with the Personal Data Protection Act 2010 and Exabytes’ Privacy Notice. Participants also consent to the Organiser using their name, image, and likeness for marketing, advertising, and publicity purposes in any media, without further notice or compensation, while retaining the rights granted under the PDPA, including access and correction of their personal data.

6. Intellectual Property

- Participants retain ownership of content they submit (e.g., photos, videos, reviews).
- By participating, participants grant the Organiser a worldwide, royalty-free, non-exclusive license to use their submitted content for marketing and promotional purposes.

- All Organiser-owned content, including campaign materials, logos, and branding, remain the property of the Organiser and may not be copied, modified, or distributed without permission.

7. General

- Participation in this Campaign means full and unconditional acceptance of these Campaign T&C.
- The Organiser may amend, suspend, or terminate the Campaign or these Campaign T&C at any time without prior notice.
- The Organiser shall not be responsible or liable for any matters relating to product availability, quality, performance, or any transactions between participants and third parties.
- Any disputes should first be resolved amicably. If unresolved, disputes are governed by Malaysian law and the courts of Malaysia.

[End of the Campaign T&C]