

Pure Gold Royalty Rewards Terms & Conditions

These terms and conditions relate to the membership, earning and redeeming of Royalties (Cash Points) under the Royalty Rewards Programme from its launch.

1. Pure Gold Jewellers reserves the right to withdraw or cancel any or all of the Pure Gold Royalty Rewards Memberships; refuse to award Royalties (Cash Points); withdraw Royalties; refuse the right to redeem Royalties collected for any breach of these conditions or failure to pay for the purchases without prior notice.
2. Pure Gold Royalty Rewards Program is applicable only for retail purchases made across the approved retail stores of Pure Gold Jewellers in UAE, Oman, Qatar, Kuwait & Bahrain and online on the Pure Gold Website www.pugold.com and specifically excludes any purchases made by corporate.
3. Only one (1) membership per GSM phone number/email ID.
4. The membership is non-transferable and can only be used by the authorized member.
5. Membership is free of charges and does not obligate the member in any way. Further this does not affect the member's right as a Consumer.
6. Membership may be cancelled by a member at any time by giving Pure Gold Jewellers written notice.
7. Equivalent currency calculation for each valid Royalty(Point) for all participating countries will be as follows:

1 Royalty (Point) = 1 AED, QAR;
10 Royalties (Points) = 1 BD, KD, OR.
8. Your membership of the Programme can be revoked or refused if you are involved in any act of fraud, shoplifting, cheating with or without cause and without notice. The membership can also be revoked if you are found to be involved in any sort of misuse of the Royalty Rewards Program. In this given scenario all your existing points on the Royalty Rewards shall also stand cancelled and cannot be redeemed.
9. Pure Gold Jewellers reserves the right to modify or close the Royalty Rewards Programme, or to change, cancel or withdraw any of the terms and conditions, without assigning any reason whatsoever at any point of time at its own discretion. It reserves the right to discontinue Royalty Rewards memberships - existing or new - temporarily or permanently for a period of time. The Participating Outlets and Programme Partners may

also change from time to time, at the discretion of Pure Gold Jewellers. Pure Gold Jewellers will use reasonable efforts to include up-to-date and accurate information on the website <http://royaltyrewards.pugold.com/> for any such change, cancellation, addition, withdrawal or modification. It is your responsibility to carefully read, agree with and accept these terms and conditions. Your continuance as a member shall signify your acceptance to be bound by the latest terms and conditions applicable from time to time. If you do not agree to (or cannot comply with) any of the terms and conditions, we encourage you to withdraw your membership.

10. Benefits and offers made to you through the Royalty Rewards Programme may change or be withdrawn without prior intimation. Pure Gold Jewellers will not be responsible for any liability arising from such situations.
11. Pure Gold Jewellers has the right to modify the manner in which Royalties (Cash Points) are earned and redeemed, including the number of Royalties earned and the value of these Royalties, and will endeavor to notify you of any changes in advance.
12. You are responsible for notifying the Pure Gold Jewellers, of any change in your address or contact details.
13. Pure Gold Jewellers LLC. will not be liable for any unlawful or misuse of your Pure Gold Royalty Rewards Membership or account, and it is your responsibility to ensure that your Pure Gold Royalty Rewards Membership number is not shared with unreliable sources.
14. If benefits, facilities or arrangements are provided or made available to a member as a result of his / her membership, whether these are provided by Pure Gold or by Programme Partners, such a member will be personally liable for any and all costs, taxes, surcharges, fees, charges, claims or liabilities of whatever nature arising from the provision or availability of such benefits, facilities or arrangements.
15. By enrolling in the Programme, you unconditionally grant your consent to Pure Gold to collect, retain, use and disclose information contained in the Pure Gold Loyalty Membership Application form or otherwise provided to Pure Gold or Programme Partners pursuant to the Programme and your other personal information including not limited to your name, email id, addresses, contact numbers, date of birth and transaction details etc. for the following purposes:
 - a. to ensure the efficient running of the Programme, including the accrual and redemption of Points;
 - b. to provide information about the PG Loyalty Programme;
 - c. to develop/offer new products and services;
 - d. for accounting and audit purposes;
 - e. for marketing and market research and analysis purposes;
 - f. to be disclosed as required by law;
 - g. to send you communications (or to contact you) about promotions, services, products and facilities offered by Pure Gold or Programme Partners;

- h. to assist in the planning, development and implementation of the Programme
- i. to disclose and share with Programme Partners and permit them to use and/or retain it for any of the aforesaid purposes, including directly contacting you strictly with respect to the Programme.

Your aforesaid consent will continue in effect unless you withdraw the consent by notice in writing to PG Loyalty Member Services Centre. Withdrawal of consent may mean that certain services may no longer be provided to you, and also entitles Pure Gold to terminate your membership at its sole option.

- 16. While Pure Gold will endeavor to ensure that the services, benefits, facilities and arrangements as expressed or advertised by Pure Gold and the Programme Partners will be available to the members, Pure Gold will not be liable for any loss or damage, whether direct or indirect, arising from the provision or non-provision, whether whole or part, of any such services, benefits, facilities or arrangements.
- 17. When a member seeks to use or obtain any of the services, benefits, facilities or arrangements offered, the provision of such services, benefits, facilities or arrangements will be subject to the respective terms and conditions of the provider of said benefits, facilities or arrangements.
- 18. Pure Gold shall not be liable for any loss or damage, whether direct or indirect, resulting from termination or change of, or to the Programme or any of the facilities, benefits or arrangements which are made available to members, including, without limitation, Programme Partners' withdrawal or the withdrawal or limiting of any such services, benefits or facilities.
- 19. These terms and conditions shall be governed by the laws of the country issuing the PG Loyalty Membership and any dispute may be referred to the courts of the respective country.
- 20. The terms and conditions as published on the Pure Gold Website <http://royaltyrewards.pugold.com/> , subject to amendment, shall be final, binding and supersede the terms and conditions herein and other information as provided in relation to the Programme.