

“Miles Tongue Twister” Campaign Terms and Conditions

1. The “Miles Tongue Twister” campaign (the “**Campaign**”) commences 15 July 2024, 00:00 (GMT+8) and ends 26 July 2024, 23:59 (GMT+8), both dates inclusive (the “**Campaign Period**”).
2. Selected winners who have fulfilled the following requirements (the “**Eligible Winner**”) will be entitled to 25,000 Asia Miles (the “**Miles Reward**”) :
 - i. Successfully say the Miles Tongue Twister via the dedicated Asia Miles by Cathay Instagram filter during the Campaign Period; AND
 - ii. Follow and tag @asiamilesbycathay, tag two friends and share the video to Instagram Story; AND
 - iii. Submit the posted story video screen-capture to @asiamilesbycathay through Instagram direct message; AND
 - iv. Receive notification from @asiamilesbycathay via Instagram direct message
 - v. Provide Cathay membership details according to the instruction provided
3. Eligible Participant must have an existing Cathay membership account and follow the instructions to provide Cathay membership information, including surname, given name, membership number, email address and Instagram account username to Cathay on or before 2 August 2024, 23:59 (GMT+8) for the purpose of Offers fulfillment under this campaign only. The submission deadline will not be extended under any circumstance.
4. If a participant has submitted multiple entries, only the last entry made during the Campaign Period will be taken by Cathay for the purpose of Offers fulfillment under this campaign only. Successful entries cannot be cancelled or modified.
5. For the avoidance of doubt, the Eligible Winner must hold a valid Cathay membership account and Cathay does not accept any Cathay membership accounts that are not held by the Eligible Participants for the purpose of crediting the Miles Reward.
6. Cathay will credit the Miles Reward earned under this Campaign to the respective Eligible Winners’ Cathay membership account within 6 - 8 weeks after 2 August 2024.
7. If the information submitted by the Eligible Winner is incorrect or insufficient for the purpose of Offers fulfillment, the Offers will be forfeited without prior notice. Cathay accepts no liability in relation to the forfeiture and will not be liable for any compensation.
8. The Offers are non-transferable and cannot be exchanged, redeemed or converted for cash and/or other products/services.
9. By participating in the Campaign, and upon any submission of any information or materials including (but not limited to) data, text, photographs, videos, likeness, messages, or user details, or any other material, the participant grants to Cathay a non-exclusive, free of charge, perpetual, worldwide, irrevocable, and fully sub-licensable right to use, reproduce, copy, modify, adapt, communicate to the public, make available, publish, translate, create derivative works of, distribute, and display the same, and with waiver of all moral rights to the extent permitted by applicable laws.



10. By participating in the Campaign, the participant fully and unconditionally agrees to and accepts these Terms and Conditions. In the event of any dispute regarding these Terms and Conditions, conduct, and all other matters relating to the Campaign, the decision of Cathay shall be final.
11. Cathay reserves the right to vary, extend, modify, terminate and/or cancel the Campaign, and to amend any of these terms and conditions at any time during the Campaign Period and to do so without any form of notice whatsoever.
12. The collection and use of personal data for this Campaign is subject to the Cathay Pacific Customer Privacy Policy.
13. Other Asia Miles, Cathay Membership terms and conditions apply.
14. If there is any inconsistency or conflict between the English and the Chinese versions, the English version shall prevail.