

## 「里賞口令挑戰」活動條款及細則

1. 「里賞口令挑戰」活動（「活動」）由 2024 年 7 月 15 日凌晨 12 時（GMT + 8）至 2024 年 7 月 26 日晚上 11 時 59 分（GMT + 8），包括首尾兩天（「活動期」）。
2. 最有創意，同時符合以下要求的 10 位得獎者（「合資格得獎者」）將有機會獲贈 25,000「亞洲萬里通」里數（「里數獎賞」）：
  - i. 參加者於活動期內透過指定國泰-亞洲萬里通 Instagram 濾鏡（IG filter），演繹里賞口令；及
  - ii. 上傳影片到 Instagram 限時動態，同時標記@asiamilesbycathay 及兩位好友，並追蹤@asiamilesbycathay；及
  - iii. 將影片截圖，並私訊 @asiamilesbycathay；及
  - iv. 獲@asiamilesbycathay 私訊確認得獎
3. 合資格得獎者必須持有有效之國泰會員賬戶，並遵循指示於 2024 年 8 月 2 日晚上 11 時 59 分（GMT + 8）或之前，根據指示提交以參加者名下持有之有效國泰會員賬戶資料，包括姓氏、名字、會員號碼、電郵地址及 Instagram 賬戶名稱。在任何情況下均不會延長遞交日期。
4. 參加者若提交多次登記，國泰只會取用於活動期內最後一次之登記作安排是次活動所獲享的獎賞之用途。成功登記後將不能取消或更改。
5. 為免存疑，合資格得獎者必須持有有效之國泰會員賬戶，國泰並不接納任何由非合資格參加者持有之國泰會員賬戶。
6. 國泰將於 2024 年 8 月 2 日隨後之 6 - 8 星期內，存入相關里數獎賞至合資格參加者之國泰會員賬戶。
7. 若參加者提交之資料不足或不完整作安排是次活動所獲享的獎賞之用途，即被視作放棄獎賞恕不另行通知，國泰將免除任何責任及損失的賠償。
8. 獲享之獎賞不能轉讓、兌換或轉換成現金，及/或其他產品及服務。
9. 透過參與這活動而提交的任何資訊或材料（包括（但不限於）資料、文字、照片、影片、肖像、訊息或參加者資料或任何其他材料）後，參加者即授予國泰非排他性的、免費的、永久的、全球性的、不可撤銷的和許可轉用的全部行使權、再製、複製、修改、改編、向公眾傳播、提供、出版、翻譯、創作衍生作品、分發和顯示相同資訊或材料，並在適用法律允許的範圍內免除所有道德規範權利。

10. 所有參與此活動的參加者將被視為無條件同意並接受有關條款及細則。假如對這條款及細則、行為及所有其他與這活動有關的事宜存有任何爭議，國泰保留最終決議權。
11. 國泰保留更改、延長、修改、終止及取消這活動的權利，並可於活動日期內隨時修改任何條款及細則，恕不另行通知。
12. 國泰將按照個人私隱條例收集及使用參加者的個人資料。
13. 須受其他國泰會籍、「亞洲萬里通」里數條款及細則約束。
14. 中英文版本之內容如有任何歧義，在任何情況下概以英文版本為準。

## “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.