

ENRICH PROMOTIONS

General Terms and Conditions

1. Applicability

These General Terms and Conditions apply to all marketing promotions (“Promotion”) conducted by Enrich by Malaysia Airlines (“Organiser,” “Programme,” “we,” “us,” or “our”). By participating in any Promotion, you agree to:

- These General Terms and Conditions,
- The specific terms and conditions applicable to the respective Promotion, and
- The Enrich Programme Terms and Conditions.

In the event of any inconsistency, the terms and conditions specific to the respective Promotion shall take precedence.

2. Eligibility

- Promotions are open to Enrich members of the Enrich Programme who are in good standing, unless otherwise stated.
- Enrich members must have a valid, active Enrich membership prior to participation.
- Employees of Malaysia Airlines, its affiliates, and their immediate family members are not eligible to participate unless explicitly permitted.

3. Participation

- Participation in Promotion may require specific actions, such as purchases, redemptions, or submissions, as outlined in the Promotion specific terms.
- Only activities completed during the specified Promotion Period will qualify for rewards or benefits.
- Enrich members are responsible for ensuring that their Enrich account details are accurate and up to date to enable proper reward fulfilment.

4. Rewards and Benefits

- Rewards may include, but are not limited to, Points, vouchers, merchandise, or experiences.
- Rewards, benefits, or incentives offered through Promotions are subject to availability and may vary by Promotion.
- Rewards are non-transferable, non-refundable, and cannot be exchanged for cash unless otherwise stated.
- The Organiser reserves the right to substitute rewards with items of equal or greater value at its sole discretion.
- Winners or reward recipients will be notified through email, push notifications, or messages in their Enrich account, unless otherwise stated.

5. Promotion Modifications

- The Organiser reserves the right to modify, suspend, or cancel any Promotion at any time without prior notice.
- In the event of a Promotion cancellation, the Organiser will not be liable for any loss or inconvenience caused to participants.

6. Fraud and Abuse

- Any abuse, fraud, or breach of these General terms or Promotion-specific terms may result in disqualification from the Promotion and/or the Program.
- The Organiser reserves the right to investigate and take appropriate action, including withholding or revoking rewards, in cases of suspected fraud or abuse.

7. Limitation of Liability

- The Organiser is not responsible for any loss, damage, or inconvenience arising from participation in any Promotion, including but not limited to technical issues, system errors, third-party system outages or delays in reward fulfilment.
- The Organiser is not liable for any errors or omissions in Promotion materials or communications.

8. Privacy

- By participating in any Promotion, Enrich members agree to the collection, use, and disclosure of their personal information in accordance with [Malaysia Airlines' Privacy Policy](#).
- Personal information may be used for the purpose of administering the Promotion, including reward fulfilment and communication.

9. Governing Law

- These General Terms and Conditions and all Promotions are governed by the laws of Malaysia, without regard to its conflict of law principles.
- Any disputes arising from participation in a Promotion will be subject to the exclusive jurisdiction of the courts of Malaysia.

10. Contact Information

- For questions or concerns regarding these General Terms and Conditions or any Promotion, please contact enrich@malaysiaairlines.com.
- For a faster response, please include the Promotion name in your email subject line.