Hong Kong Apple Retail and Online Back to School 2015

Terms and Conditions

PROMOTIONAL PERIOD: This promotion is valid only during the following promotional period for the Qualifying Locations listed below (the “Promo Period”):

Hong Kong Apple Retail Stores, the Hong Kong Apple Online Store for Education Individuals or 800-908-988: August 7, 2015 through September 18, 2015

THE OFFER: Qualified Education Individuals who purchase an Eligible Product (as defined below) during the Promo Period may elect to receive one of the following promotional products (each, a “Promo Product”):

• One (1) pair of Beats Solo2 On-Ear Headphones (Gloss Black, Gloss White, Gloss Red, Gloss Blue, Gloss Gray, or Gloss Pink) for which an instant credit in the amount of HK$1,798 will be applied to your order, or

• One (1) pair of Beats Solo2 Wireless On-Ear Headphones (Space Gray, Silver or Gold), for which an instant credit in the amount of HK$1,798 will be applied to your order. The Qualified Education Individual shall be responsible for paying the remaining balance in price (HK$800), following application of the instant credit to the purchase price.

QUALIFYING LOCATIONS: Eligible Products must be purchased from a Hong Kong Apple Retail Store, the Hong Kong Apple Online Store for Education Individuals or by calling 800-908-988 (each, a “Qualifying Location”). Only purchases and deliveries in Hong Kong are eligible. Orders for Eligible Products from the Hong Kong Apple Online Store for Education Individuals or by calling 800-908-988 that are placed during the Promo Period, and ship after the end of the Promo Period, are eligible.

EDUCATION INDIVIDUAL PURCHASE QUALIFICATIONS: Those eligible for this promotion include faculty, staff, students, and parents that are individual end users, as follows (each, a “Qualified Education Individual”):

    Kindergarten, Primary and Secondary Schools: Any employee of a public or private kindergarten, primary or secondary school in Hong Kong is eligible to purchase.

    Higher Education: Faculty and staff of post-secondary institutions in Hong Kong; and students attending or accepted into post-secondary institutions in Hong Kong are eligible to purchase.

    Higher Education Parents: Parents purchasing on behalf of their child, who is a student currently attending or accepted into a post-secondary institution in Hong Kong, are eligible to purchase.
**ELIGIBLE PRODUCTS:** iMac, MacBook, MacBook Pro, MacBook Air, and Mac Pro, including configure-to-order versions of such products (each, an “Apple Computer”). Mac mini and refurbished Apple Computers are not eligible for this promotion.

**PROMOTION RESTRICTIONS:** This offer is valid only while supplies last, and Promo Products are subject to availability. Only one (1) Promo Product per Qualified Education Individual may be obtained. You must demonstrate you meet the Qualified Education Individual Purchaser requirements above, prior to your purchase. Resellers, governmental institutions, educational institutions, nonprofit organizations, enterprise purchasers, and small business purchasers do not qualify. Election of the offer may require personal setup of your Eligible Product at the time of purchase. Purchases must be made at the Education Individual price.

**VALIDATION OF PURCHASE QUALIFICATIONS:** When a Qualified Education Individual purchase at the Hong Kong Apple Online Store for Education Individuals or by calling 800-908-988, Apple may ask the customer by separate email to provide a copy of the relevant Student/Faculty/Staff ID for order validation purposes. Please visit Privacy Policies or more details about our collection and use of personal data of the customer. The customer does not have to provide such ID copy. However, refusal to provide the ID copy may result in the cancellation of the order. Shipment of the products may be delayed if Apple does not receive the ID copy in time or if Apple needs additional time to verify the customer's eligibility under this Program. Should Higher Education Parents purchase Eligible Products at the Hong Kong Apple Online Store for Education Individuals or by calling 800-908-988, the recipient of order must be their child, who is a student currently attending or accepted into a post-secondary institution in Hong Kong and his/her student information must be consistent with the relevant Student ID. Otherwise, Apple may cancel the order. The supplied ID copy will only be used for the purpose of order validation and will be deleted within 8 weeks after the end of the promotion period. Customer will be required to show the valid Student/Faculty/Staff ID and the government-issued photo ID for validation purpose when purchasing from the Apple Retail Store. Such personal data of the customers will not be retained by the Apple Retail Store.

**FULFILLMENT:** When purchasing from a Hong Kong Apple Retail Store, your Promo Product will be provided to you with your Apple Computer. When purchasing from the Hong Kong Apple Online Store for Education Individuals or by calling 800-908-988, your Promo Product, when available, will be shipped to you. This promotional offer expires when the purchase transaction is complete, and any subsequent requests for Promo Products will not be honored.

**PROCEDURES RELATED TO PRODUCT RETURNS AND EXCHANGES:** If the eligible Apple Computer obtained through this promotion is returned for any reason without the Promo Product, or is exchanged for a product other than an eligible Apple Computer, HK$1,798 will be deducted from the exchange or refund of the eligible Apple Computer. If a Promo Product is returned for any reason and is not exchanged for another Promo Product, the Promo Product must be returned with the eligible Apple Computer in order to receive a full refund. A 25% open box fee calculated based on the total refund will be assessed if any eligible Apple Computer or Promo Product is opened. A 15% restocking fee calculated based on the total refund will be assessed on closed box returns.
GENERAL TERMS: This offer is void where prohibited or restricted by law. This offer may be combined with other Apple promotions that are directed to individual end-user customers and offered during the same promotional period in the Qualifying Locations, subject to the terms, conditions, and limitations applicable to this promotion and such other Apple promotion(s). Apple is not responsible for any loss, destruction, or theft of your qualifying Beats product. Apple may use the information provided in accordance with its privacy policies posted online at http://www.apple.com/hk/en/privacy/privacy-policy/. Apple reserves the right to change without notice the Terms and Conditions of this promotion or modify or end this promotion at any time without notice.

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