

Go Eat Rewards – Terms and Conditions

(Public Offer – Effective in the United Arab Emirates)

1. Definitions

- 1.1. Company means Go Eat Micromarkets Vending Machines L.L.C., a company registered under the laws of the United Arab Emirates, License No. 1216226, having its principal place of business in Dubai, UAE.
- 1.2. Program means the loyalty and rewards program “Go Eat Rewards”, operated by the Company through its vending machines and mobile interface.
- 1.3. User means a natural person who registers in the Program by phone number and QR code and uses it for purchases and reward accumulation.
- 1.4. Points mean virtual reward units accrued for eligible purchases. Points have no monetary value and cannot be exchanged for cash.
- 1.5. Account means a unique profile automatically created upon the User’s registration by phone number and linked to a QR code for identification.
- 1.6. Vending Machines mean unattended retail terminals operated by the Company at partner locations.

2. Acceptance of Terms

- 2.1. By registering in the Program, scanning a QR code, or making a purchase through a Go Eat vending machine, the User agrees to be bound by these Terms and Conditions.
- 2.2. These Terms constitute a public offer under UAE law. Participation in the Program represents full and unconditional acceptance of these Terms.
- 2.3. The Company may amend these Terms at any time by posting an updated version on the official Go Eat platform or vending machines. Continued use of the Program after publication constitutes acceptance of such changes.

3. Registration and Identification

- 3.1. Registration in the Program is performed through the User’s mobile phone number. A one-time SMS code is used for authentication.
- 3.2. After registration, the User is assigned a unique QR code serving as the primary identifier for earning and redeeming Points.
- 3.3. No additional personal data (such as name, date of birth, or email) are required for participation in the Program.

4. Earning Points

- 4.1. Points are automatically credited to the User’s account after each eligible purchase made through a Go Eat vending machine.
- 4.2. The basic earning rate is 3% of the purchase value, unless otherwise specified in promotional or corporate partner programs.
- 4.3. Points are credited only for completed transactions successfully processed through the vending machine’s payment system.

5. Redeeming Points

- 5.1. Points may be redeemed as partial payment for future purchases at participating vending machines.
- 5.2. The redemption value and minimum redemption threshold are determined by the Company and may vary by location or campaign.
- 5.3. Points cannot be exchanged for cash, transferred to other Users, or used for any purpose other than purchases through the Program.
- 5.4. When Points are redeemed, the corresponding amount is deducted from the User's available balance.

6. Payment Processing

- 6.1. All payment transactions made through Go Eat vending machines are processed directly by licensed payment service providers (merchant acquirers) operating within the United Arab Emirates.
- 6.2. The Company does not collect, store, or access any payment card or banking information.
- 6.3. All payment data are transmitted securely to payment gateways managed by the licensed providers and are protected in accordance with applicable UAE laws and international standards, including PCI DSS.
- 6.4. The Company receives only a technical confirmation of payment success or failure for transaction processing and loyalty point allocation.

7. Data Storage and Privacy

- 7.1. All personal data collected through the Program are stored and processed exclusively within the United Arab Emirates.
- 7.2. The Company ensures that user data are handled in accordance with the UAE Personal Data Protection Law (Federal Decree-Law No. 45 of 2021) and the Go Eat Rewards Privacy Policy.
- 7.3. The Company does not transfer, replicate, or store personal data outside the UAE.
- 7.4. The Privacy Policy is available on the Company's website and vending machines.

8. Account Use and Restrictions

- 8.1. Each phone number and QR code combination represents a single User account.
- 8.2. The User must not share or allow third parties to use their QR code for purchases.
- 8.3. The Company reserves the right to suspend or delete accounts in cases of fraud, misuse, or technical manipulation.

9. Program Modification and Termination

- 9.1. The Company may modify, suspend, or terminate the Program, in whole or in part, at any time.
- 9.2. In case of termination, all unredeemed Points will be cancelled, and no compensation will be provided.

10. Liability Disclaimer

10.1. The Company shall not be liable for any indirect or consequential loss arising from the User's participation in the Program or inability to use Points.

10.2. The Company shall not be responsible for service interruptions, technical malfunctions, or temporary unavailability of vending machines.

10.3. The Company bears no responsibility for payment system errors or delays caused by external payment service providers.

11. Governing Law and Jurisdiction

11.1. These Terms are governed by the laws of the United Arab Emirates.

11.2. Any dispute arising from or related to these Terms shall be subject to the exclusive jurisdiction of the Dubai Courts.

12. Contact

For any inquiries or data-related matters, please contact:

help@goeat.ae

Go Eat Micromarkets Vending Machines L.L.C., License No. 1216226, Dubai, United Arab Emirates