

# #MYGSCSTORY - TERMS AND CONDITIONS

## A. ORGANIZER

- This campaign is organized by Golden Screen Cinemas Sdn. Bhd. ("Organizer").

## B. CAMPAIGN PERIOD

- #MyGSCStory ("Campaign") will run from 17 April 2025 to 30 June 2025 ("Contest Period").
- The microsite will remain active beyond the Contest Period as part of an ongoing brand storytelling platform. Submissions received after the Contest Period will not be eligible for the current round of prizes but may still be featured and considered for future waves of the campaign.
- The Organizer reserves the right, at its sole discretion, to vary, reschedule, extend, or terminate the Campaign without prior notice.

## C. ENTRY ELIGIBILITY

- The Campaign is open to Malaysian citizens and non-citizens residing in Malaysia, aged 18 years and above, with a valid NRIC or passport.
- Employees of the Organizer, their immediate family members (spouse, children, parents, siblings), and affiliates are allowed to submit stories but are not eligible to win prizes.

## D. CAMPAIGN DETAILS

- Participants must submit a story via the microsite [[www.gsc.com.my/MyGSCStory](http://www.gsc.com.my/MyGSCStory)] by completing the online form with their name, email, GSC Rewards member number, location, and story submission.
- Each participant may submit only one story during the Contest Period and may win only one prize.
- There is no word limit for the story, but clarity and storytelling quality will be considered during judging.
- The Organizer reserves the right to disqualify and remove any story submission that includes profanity, sensitive content, or violates community standards.

- All submissions will be reviewed and approved by the Organizer prior to being published on the microsite.
- Once submitted, stories cannot be edited.
- Participants understand that their stories may be featured publicly on GSC platforms.

#### **E. SELECTION OF WINNERS & PRIZES**

- All valid story submissions within the Contest Period will be reviewed by a panel of judges from the GSC Brand Team and Management.
- Winners will be selected based on originality, creativity, and storytelling quality.
- The prizes are as follows:
  - Grand Prize – 1-Year Supply of IMAX® Movie Tickets (2/month x 12 months) – 5 winners  
\* Only valid at GSC IMAX locations. Not applicable for IMAX screenings at Aurum Theatre, The Exchange TRX.
  - 1st Prize – A pair of Aurum Theatre tickets – 3 winners  
\* Redeemable at The Exchange TRX OR The Gardens Mall OR The Mall, Mid Valley Southkey JB
  - 2nd Prize – A pair of Velvet Cinemas tickets – 5 winners
  - 3rd Prize – A pair of ScreenX Pass at Aurum Theatre, The Exchange TRX – 5 winners
  - Consolation Prize – A Pair of GSC Movie Tickets – First 100 valid entries
- Winners will be notified via email or phone within three (3) months after the Contest Period ends.
- Winners may be required to verify their identity with a valid NRIC/passport and confirmation of GSC Rewards membership.
- Each participant is eligible to win only one prize, regardless of the number of entries received.
- All decisions made by the Organizer regarding winner selection are final and binding. No appeals will be entertained.

#### **F. USE OF SUBMISSIONS**

- By submitting a story, participants agree to grant GSC the full rights to publish, edit, and use their stories (whether winning or not) for marketing, promotional, and creative purposes across

GSC platforms, including but not limited to social media, cinema screens, advertising materials, and brand campaigns.

- GSC may also contact selected participants for additional information to further develop their stories into future brand content, including potential minisodes or video features.

#### **G. GENERAL TERMS**

- Participation in this Campaign constitutes the participant's full and unconditional agreement to all Terms and Conditions.
- The Organizer reserves the right to modify, cancel, or suspend the Campaign at any time without prior notice.
- The Organizer will not be held responsible for technical errors, delays, or issues with story submission.
- Any participant found to be submitting fraudulent, inappropriate, or offensive content will be disqualified.
- Visuals used in promotion are for illustration purposes only and may differ from actual prizes.
- The Organizer reserves the right to replace any prize with another of similar value without prior notice.
- All prizes are non-transferable and non-exchangeable for cash unless stated otherwise.

#### **H. PRIVACY NOTICE**

- By participating, participants consent to GSC collecting, storing, and using their personal data and story content for the purposes of this Campaign, including publicity, marketing, and brand storytelling.
- GSC will ensure that all data collected is handled in accordance with the Personal Data Protection Act (PDPA) and relevant laws in Malaysia.