



ALLIANCE BANK

# **SME New Business Current Account Campaign**

## **Terms and Conditions**

1. This “**SME New Business Current Account Campaign**” (“this Campaign”) is organised by Alliance Bank Malaysia Berhad. (“the Bank”).
2. This Campaign is only valid from **1 April 2021 to 31 October 2021** (6 months), both dates inclusive unless notified otherwise by the Bank (“Campaign Period”).
3. This Campaign is open to all new SME Banking customers opening a new Alliance Bank Business current account at any Alliance Bank Branch nationwide (“Eligible Customers”).
4. Notwithstanding the foregoing, the following party(ies) shall however not be eligible for this Campaign:
  - a. Customers whose account(s) with the Bank are, at the Bank’s absolute discretion, to be unsatisfactorily conducted; and
  - b. Any customers as the Bank may decide to exclude based on its internal policies.
5. By participating in this Campaign, Eligible Customers are to read, understood and unequivocally accept and agree to be bound by these Campaign Terms and Conditions. Eligible Customers will be informed on any variations and will be given ample time to read and to agree to the variations / amendments to the Campaign Terms and Conditions. These Campaign Terms and Conditions and the Bank’s decision on all matters relating to this Campaign shall be final and binding on all Eligible Customers and no correspondence and/or appeal in respect thereof shall be considered.
6. These Campaign Terms and Conditions shall be supplemental to the existing terms and conditions governing the Eligible Customers’ product and banking accounts maintained with the Bank (“the Existing Terms”).
7. By participating in this Campaign, Eligible Customers hereby give their unequivocal and irrevocable consent and authorises the Bank to disclose their particulars to any third party service provider engaged by the Bank for the purpose of this Campaign only.
8. By participating in this Campaign, Eligible Customers hereby give their unequivocal and irrevocable consent and authorise the Bank to use, publish and/or display the names, any photographs taken, any videos recorded and/or other information for advertising and/or promotion purposes without any compensation
9. The Bank shall NOT be responsible for any technical failures of any kind, whatsoever intervention, interruption, electronic error and/or any failure or delay in the transmission of evidence by postal or telecommunication authorities or any other party which may affect Eligible Customers’ entitlement during the Campaign Period.
10. The accounts of Eligible Customers must at all times
  - a. be valid, in good credit standing and not be in breach of any terms of these Campaign Terms and Conditions or the Existing Terms; and
  - b. not be terminated or closed or be made subject to any attachment, adverse orders made by Court or any authorities sanctioned by laws, delinquent and/or invalid or cancelled as may be determined by the Bank in order to be entitled for the Campaign.
11. The Bank reserves the right to withdraw/cancel, terminate, suspend or extend this Campaign and to add, delete, suspend or vary these Campaign Terms and Conditions, wholly or in part at its absolute discretion with prior notice by way of posting on the Bank’s website, display at branch premises or advertisements or by any other means of notification which the Bank may select and such shall be binding on Customers as from the date of the notification or from such other date as may be specified by the Bank in the notification. Customers agree to access the Bank’s website at regular intervals to view these Campaign Terms and Conditions.

12. The Bank reserves the right to disqualify the participation of any Eligible Customers in circumstances where there is a fraudulent, unauthorised or reversal of transaction(s) or breach or potential breach of these Campaign Terms and Conditions at its discretion. All records of the Bank on the transaction(s) made shall be conclusive and final.
13. For the avoidance of doubt, any cancellation, termination, suspension or extension of this Campaign or disqualification of Eligible Customers shall not entitle Eligible Customers to any claim or compensation against the Bank or for any and all losses or damages suffered or incurred by Eligible Customers as a direct or indirect result of the act of cancellation, termination, suspension, extension, disqualification or forfeiture.
14. The Bank shall not be responsible nor shall accept any liabilities of whatsoever nature howsoever arising or suffered by Eligible Customers resulting directly or indirectly from this Campaign. The Bank shall not be liable or held responsible to Eligible Customers in any manner whatsoever if the Bank is unable to perform any of its obligations under this Campaign directly or indirectly due to any force majeure event which include but not limited to any act of God, war, strike, riot, industrial dispute, lockout, fire, drought, flood, storm or any event beyond the reasonable control of the Bank.
15. Eligible Customers shall be personally responsible for all taxes, rates, government fees or any other charges that may be levied against them under applicable laws, if any, in relation to this Campaign.
16. These Campaign Terms and Conditions shall be governed by and construed in accordance with the laws of Malaysia and Eligible Customers agree to submit to the exclusive jurisdiction of the Courts of Malaysia.
17. By participating in this Campaign, the Eligible Customers agree that they have read the Notice and Principle Statement available at the Bank's website (<https://www.alliancebank.com.my/Alliance/media/Pdf/Personal%20Data%20Protection%20Act%202010/NCP-for-website-ENG.pdf>) and hereby give their consent and authorise the Bank to disclose their particulars to any third party service provider engaged by the Bank for the purpose of this Campaign.
18. The Bank has instituted and maintains policies and procedures designed to prevent bribery and corruption by the Bank and its directors, officers, or employees; and to the best of the Bank's knowledge, neither the Bank nor any director, officer, or employee of the Bank has engaged in any activity or conduct which would violate any anti-bribery or anti-corruption law or regulation applicable to the Bank. The Bank has not, and covenants that it will not, in connection with the conduct of its business activities, promise, authorize, ratify or offer to make, or take any act in furtherance of any payment, contribution, gift, reimbursement or other transfer of anything of value, or any solicitation, directly or indirectly to any individual.
19. By virtue of participating in this Campaign, Eligible Customers hereby acknowledges that it has been made aware of the Bank's anti-bribery and corruption summary of the policy available at <https://www.alliancebank.com.my/Anti-Bribery-and-Corruption-Summary-of-Policy.aspx> and further covenants/undertakes that it shall not indulge in such corrupt practices in whatsoever manner whether directly or indirectly with any directors, officers or employees of the Bank.

SME Business Current Account is "Protected by PIDM up to RM250, 000 for each depositor"