

## Seagate® World Back Up Day Promotion 2025

### OFFICIAL RULES

These Official Rules (“Rules”) govern the Promotion. If you do not agree with these Rules, do not participate in this Promotion or accept a Promotion Giveaway (as defined below). Participation in this Promotion (including any acceptance of a Promotion Giveaway) is deemed acceptance of these Rules.

#### 1. GENERAL

**1.1 Description of the Promotion.** Each end user customer who purchases an Eligible Product (as identified in Subsection 2.1 below) from an Eligible Reseller (as defined in Subsection 2.1 below) during the Promotion Period (as defined in Subsection 1.2 below) and submits the proof of purchase online as instructed in Section 2 below, will receive entries to participate in the Draws. The number of entries will be determined based on the total capacities of the drives purchased across multiple transactions, with no limit to the number of entries a participant can receive. Participants will have a chance to win each of the Promotion Giveaways identified as Prizes in Subsection 3.3 below (hereafter referred to as the “Promotion Giveaways”).

There will be seven (7) Drawings on the respective dates set forth in Subsection 3.1 below to select the winners of the Promotion Giveaway associated with each Drawing. If an entry does not win any Prize in any one of the Draws specified in Subsection 3.1, such Entry will be automatically rolled into subsequent Draws until the last Draw as set out in Subsection 3.1.

If a participant wins a prize during the draws 1-5 (“Minor Prize”), their entry will be automatically rolled into subsequent Draws for equal chance of winning draws 6 and 7 (“Major Prize”). Each entry can therefore be eligible to win a maximum of one Minor Prize and one Major Prize.

**1.2 Game of Chance, Promotion Period.** This Promotion is based on chance. The Promotion commences at **00:00 22<sup>nd</sup> February 2025 Singapore Time (SGT) (03:00 22<sup>nd</sup> February 2025 AEDT) and ends at 20:59 22<sup>nd</sup> April 2025 Singapore Time (SGT) (22:59 22<sup>nd</sup> April 2025 AEDT)** (the “Promotion Period”).

**1.3 Purchase Period.** To be eligible for this Promotion and a chance to receive a Promotion Giveaway, end user customers must complete an Eligible Purchase (as defined in Subsection 2.1 below) from an Eligible Reseller (as defined in Subsection 2.1 below) during the Promotion Period and submit their entry materials online as instructed below during the Entry Period (as defined in Subsection 1.4 below.)

**1.4 Entry Period.** Each participant must register their Eligible Purchase online using the provided links, according to their country of residence between **0:00 22<sup>nd</sup> February 2025 Singapore Time (SGT) ( 03:00 22<sup>nd</sup> February 2025 AEDT) and ends at 20:59 22<sup>nd</sup> April 2025 Singapore Time (SGT) (22:59 22<sup>nd</sup> April 2025 AEDT)** (the “Entry Period”). Eligible registered Entries will be entered into the next occurring Draw after the date of registration.

Australia & New Zealand: <https://www.seagate.com/au/en/promos/world-backup-day-promo>

Japan: <https://www.seagate.com/jp/ja/promos/world-backup-day-promo>

South Korea: <https://www.seagate.com/kr/ko/promos/world-backup-day-promo>

Taiwan: <https://www.seagate.com/tw/zh/promos/world-backup-day-promo>

India: <https://www.seagate.com/in/en/promos/world-backup-day-promo>

Indonesia: <https://www.seagate.com/id/id/promos/world-backup-day-promo>

Singapore: <https://www.seagate.com/sg/en/promos/world-backup-day-promo>

Philippines: <https://www.seagate.com/as/en/promos/world-backup-day-promo>

Thailand: <https://www.seagate.com/as/en/promos/world-backup-day-promo>

Vietnam: <https://www.seagate.com/as/en/promos/world-backup-day-promo>

Malaysia: <https://www.seagate.com/as/en/promos/world-backup-day-promo>

**1.5 Promoter.** The “Promoter” of this Promotion is Seagate Technology Australia Pty Limited (the “Promoter”) (ABN: 87003840328) Level 1, 93 George Street, Parramatta, NSW, 2150, Australia.

1.6 **Exclusions.** Employees of the Promoter and its subsidiaries and affiliates, and employees of their agents or individuals involved in any part of the administration of this Promotion, and each of any employee's immediate family members (parent, sibling, spouse, and children) and household members, Seagate channel partners, Seagate authorized distributors, Seagate retailers and their subsidiaries are excluded from eligibility in this Promotion. The Promoter is committed to complying with government gift and ethics rules and therefore government employees are not eligible to participate in this promotion.

**2. ENTRY AND PARTICIPATION**

2.1 **Eligibility.** OPEN ONLY TO LEGAL RESIDENTS OF AUSTRALIA (excluding ACT), NEW ZEALAND, TAIWAN, SOUTH KOREA, JAPAN, PHILIPPINES, THAILAND, VIETNAM, INDIA, INDONESIA, MALAYSIA & SINGAPORE WHO ARE 18 YEARS OR OLDER AS OF THE DATE OF ENTRY. For this Promotion, "Eligible Product" is limited to Seagate Personal Storage Drives listed in the table below. An "Eligible Purchase" is the purchase of at least one (1) Eligible Product from an Eligible Reseller. "Eligible Resellers" are all of Promoter's authorized resellers and retailers located in Australia, New Zealand, Taiwan, South Korea, Japan, Philippines, Thailand, Vietnam, India, Indonesia OR Singapore or Promoter's authorized online Seagate e-tailers. Participation in the Promotion is limited to end user customers who purchase the Eligible Product for end use and not for resale purposes. This Promotion is void outside Australia, New Zealand, Taiwan, South Korea, Japan, Philippines, Thailand, Vietnam, India, Indonesia, Malaysia & Singapore and where prohibited by law.

<b>Eligible Products</b>
One Touch HDD
Ultra Touch HDD
One Touch Hub
Expansion Hard Drive
One Touch SSD
Ultra Touch SSD
Game Drive for PlayStation (including Limited Editions)
Game Drive for Xbox (including Limited Editions)
Game Hub for Xbox (including Limited Editions)
Storage Expansion Card for Xbox Series X S
Game Drive M2 SSD PS5
FireCuda Gaming SSD
FireCuda Gaming HDD (including Limited Editions)
FireCuda Gaming Hub
FireCuda® NVMe SSD
FireCuda 3.5" HDD
BarraCuda HDD
IronWolf HDD
IronWolf Pro HDD
SkyHawk HDD
SkyHawk AI HDD
Exos HDD

When referring to drive capacity, one gigabyte, or GB, equals one billion bytes and one terabyte, or TB, equals one thousand billion bytes. Your computer's operating system may use a different standard of measurement and report a lower capacity. In addition, some of the listed capacity is used for formatting and other functions and will not be available for data storage.

**2.2 Entry Process.** In order to participate in this Promotion, the end user customer must complete an Eligible Purchase from an Eligible Reseller and submit the receipt as proof of purchase (an “Entry”) online using the provided links according to their country of residence during the Entry Period.

Australia & New Zealand: <https://www.seagate.com/au/en/promos/world-backup-day-promo>  
 Japan: <https://www.seagate.com/jp/ja/promos/world-backup-day-promo>  
 South Korea: <https://www.seagate.com/kr/ko/promos/world-backup-day-promo>  
 Taiwan: <https://www.seagate.com/tw/zh/promos/world-backup-day-promo>  
 India: <https://www.seagate.com/in/en/promos/world-backup-day-promo>  
 Indonesia: <https://www.seagate.com/id/id/promos/world-backup-day-promo>  
 Singapore: <https://www.seagate.com/sg/en/promos/world-backup-day-promo>  
 Philippines: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
 Thailand: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
 Vietnam: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
 Malaysia: <https://www.seagate.com/as/en/promos/world-backup-day-promo>

**2.3 Disqualified Entries.** The Promoter is not responsible for Entries that are not received for any reason, or for Entries received but not decipherable for any reason. The Promoter may automatically disqualify any incomplete or illegible Entry or any entries that the Promoter determines are invalid for any other reason, subject to the applicable laws.

**2.4 Right to Reject.** The Promoter may reject any Entry that is determined by the Promoter as not complying with these rules, subject to the applicable laws.

### 3. DRAWS AND PRIZES.

**3.1 Draws.** Total of seven (7) potential winning entries will be selected from a total of seven (7) draws across seven (7) weeks, which to be held on the dates specified below for the corresponding prizes listed in the prize table set forth in Section 3.3 below. Odds of winning depend on the number of eligible entries received.

Week	Draw	Lucky draw to be conducted at	Entry to be received / registered by	Winner names to be published by
1	#1	12 PM SGT on 8 <sup>th</sup> Mar 2025 (3PM AEDT on 8 <sup>th</sup> Mar 2025)	20:59 SGT on 4 <sup>th</sup> Mar 2025 (23:59 AEDT on 4 <sup>th</sup> Mar 2025)	12 <sup>th</sup> Mar 2025
2	#2	12 PM SGT on 15 <sup>th</sup> Mar 2025 (3PM AEDT on 15 <sup>th</sup> Mar 2025)	20:59 SGT on 11 <sup>th</sup> Mar 2025 (23:59 AEDT on 11 <sup>th</sup> Mar 2025)	19 <sup>th</sup> Mar 2025
3	#3	12 PM SGT on 22 <sup>nd</sup> Mar 2025 (3PM AEDT on 22 <sup>nd</sup> Mar 2025)	20:59 SGT on 18 <sup>th</sup> Mar 2025 (23:59 AEDT on 18 <sup>th</sup> Mar 2025)	26 <sup>th</sup> Mar 2025
4	#4	12 PM SGT on 29 <sup>th</sup> Mar 2025 (3PM AEDT 29 <sup>th</sup> Mar 2025)	20:59 SGT on 25 <sup>th</sup> Mar 2025 (23:59 AEDT on 25 <sup>th</sup> Mar 2025)	2 <sup>nd</sup> Apr 2025
5	#5	12 PM SGT on 5 <sup>th</sup> Apr 2025 (2PM AEST on 5 <sup>th</sup> Apr 2025)	20:59 SGT on 1 <sup>st</sup> Apr 2025 (23:59 AEDT on 1 <sup>st</sup> Apr 2025)	9 <sup>th</sup> Apr 2025
6	#6	12 PM SGT on 12 <sup>th</sup> Apr 2025 (2PM AEST on 12 <sup>th</sup> Apr 2025)	20:59 SGT on 8 <sup>th</sup> Apr 2025 (23:59 AEDT on 8 <sup>th</sup> Apr 2025)	16 <sup>th</sup> Apr 2025
7	#7	12 PM SGT on 26 <sup>th</sup> Apr 2025 (2PM AEST on 15 <sup>th</sup> Apr 2025)	20:59 SGT on 22 <sup>nd</sup> Apr 2025 (23:59 AEDT on 22 <sup>nd</sup> Apr 2025)	30 <sup>th</sup> Apr 2025

**3.2 Location of Draws:** 55 Brisbane St, Surry Hills NSW 2010, Australia.

### 3.3 Prizes

Each weekly Draw will have one (1) winner. The winner will receive One (1) Prize for that corresponding week as outlined in the table below.

Prize	Prize Details	Total Approximate Retail Value in USD/AUD (“ARV”)
#1	1x Meta Quest 3 512GB	USD499.99/AUD799.99
#2	1x Meta Quest 3 512GB	USD499.99/AUD799.99
#3	1x e-Gift Card	USD1000/AUD1595
#4	1x e-Gift Card	USD1000/AUD1595
#5	1x e-Gift Card	USD1000/AUD1595
#6	ASUS ROG Zephyrus G16 White 16" Core U7-155H RTX 4050 Gaming Laptop	USD2066/AUD3299
#7	ASUS ROG Zephyrus G16 White 16" Core U7-155H RTX 4050 Gaming Laptop	USD2066/AUD3299
	<b>Grand Total Prize Value :</b>	USD8,132/AUD12,985

**e-Gift Cards.** Winners of e-Gift Card Prize Draw are entitled to a virtual gift card of choice available for purchase in the winner’s country to the value of \$1000USD (converted to the winner’s local currency at time of prize draw). The selected gift card provided through the Promotion are provided “as is” and terms and conditions pertaining to the gift card are subject to the specific gift card provider. We assume no liability or responsibility for any errors or omissions relating to any information, material, or service provided through the Promotion. The available gift cards will vary depending on the specific gift card providers that service your country of residence.

**The total estimated value of prize pool of the seven (7) Draws is approximately USD8,132 equivalent to AUD12,985 including GST.**

**3.4 Winner Responsibilities.** If any winner does not claim their prize within 14 days of the prize draw, their prize shall be forfeited and another winner will be drawn on the redraw date specified in subsection 3.6. Winners may not designate someone else as the winner or substitute, assign, or transfer prize or redeem prize for cash, but Promoter reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. By accepting a promotional product, the winners’ consent to the Promoters’ use of his or her proper name and contact details online, in print, and in any other media in connection with this promotion without further payment or compensation of any kind, except where prohibited by law. Receipt of prizes to winners are subject to the express requirement that they submit to Promoter all documentation requested by Promoter to permit it to comply with all applicable federal, state, provincial, local and foreign tax reporting and withholding requirements. All prizes will be net of any taxes if Promoter is required by law to withhold. All taxes imposed on prizes are the sole responsibility of the winners, regardless of whether taxes have been so withheld.

**3.5 Winner Announcements and Notification.** Provisional winners will be notified by email to the e-mail address provided at time of entry within **48 hours** after the applicable Draw. The winners’ details (last name, first initial and postcode) will also be published online at the following links within two weeks after the applicable Draw and will remain online **until 20<sup>th</sup> May 2025 (inclusive)**.

Australia & New Zealand: <https://www.seagate.com/au/en/promos/world-backup-day-promo>

Japan: <https://www.seagate.com/jp/ja/promos/world-backup-day-promo>

South Korea: <https://www.seagate.com/kr/ko/promos/world-backup-day-promo>

Taiwan: <https://www.seagate.com/tw/zh/promos/world-backup-day-promo>  
India: <https://www.seagate.com/in/en/promos/world-backup-day-promo>  
Indonesia: <https://www.seagate.com/id/id/promos/world-backup-day-promo>  
Singapore: <https://www.seagate.com/sg/en/promos/world-backup-day-promo>  
Philippines: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
Thailand: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
Vietnam: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
Malaysia: <https://www.seagate.com/as/en/promos/world-backup-day-promo>

3.6 **Unclaimed Prizes.** To distribute any unclaimed prizes, the Promoter may conduct a further draw at **12 PM AEDT on 20<sup>th</sup> May 2025** at the same place as the original draw, subject to State and Territory legislation. Winners of the unclaimed prize draw will be notified by email within **2 business days** after the draw. Their details (last name, first initial and postcode) will also be published online at the following links by 27<sup>th</sup> May 2025 and will remain online for **30 days** after the draw.

Australia & New Zealand: <https://www.seagate.com/au/en/promos/world-backup-day-promo>  
Japan: <https://www.seagate.com/jp/ja/promos/world-backup-day-promo>  
South Korea: <https://www.seagate.com/kr/ko/promos/world-backup-day-promo>  
Taiwan: <https://www.seagate.com/tw/zh/promos/world-backup-day-promo>  
India: <https://www.seagate.com/in/en/promos/world-backup-day-promo>  
Indonesia: <https://www.seagate.com/id/id/promos/world-backup-day-promo>  
Singapore: <https://www.seagate.com/sg/en/promos/world-backup-day-promo>  
Philippines: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
Thailand: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
Vietnam: <https://www.seagate.com/as/en/promos/world-backup-day-promo>  
Malaysia: <https://www.seagate.com/as/en/promos/world-backup-day-promo>

3.7 **Disputes.** If there is a dispute as to who is the provisional winner, the authorized account holder of the e-mail address used to enter the promotion will be deemed the provisional winner.

#### 4. FULFILLMENT

4.1 Promotion Giveaways will be processed and distributed via courier within twelve (12) weeks after the promotion ends. Participants are responsible for all federal, state, provincial and local taxes (including income and withholding taxes) and any other costs and expenses associated with Promotion Giveaway acceptance and use not specified herein as being provided. Participants may not substitute, assign or transfer Promotion Giveaway, or redeem Promotion Giveaway for cash, but Promoter reserves the right, at its sole discretion, to substitute Promotion Giveaway (or portion thereof) with one of comparable or greater value.

4.2 By participating in the Promotion, each participant agrees and acknowledges that Promoter may be required to collect participant personal information (for example, from Entry or other Promotion materials submitted) in order to conduct this Promotion and/or facilitate the distribution of Promotion Giveaways, and that Promoter may disclose this information to suppliers and/or their respective agents for those purposes. Personal information collected for the purposes of this Promotion will be used for the purposes of the Promotion only.

#### 5. USE OF ENTRIES

5.1 **Privacy Notice.** This Promotion is hosted in Australia and information regarding the participants (including but not limited to participant's name, email address, delivery address, contact number, invoice number, and serial number) may be collected in connection with this Promotion and the administration and fulfillment of Promotion Giveaways. By submitting an Entry and information in connection with this Promotion, each participant consents to Promoter collecting, using, transferring, and sharing his or her personal information, including to its agents in connection with the Promotion. When we collect personal information in connection with this promotion, it may be accessed from, transferred to and/or stored outside the country in which you are located. The countries where your personal information may be accessed, transferred or stored will depend on the circumstances and may include the United States of America and other eligible countries for this Promotion. You consent

to such disclosure and acknowledge and accept that the third parties in such countries may not be subject to data protection laws that are of the same standard as the applicable data protection laws in your country. Promoter processing of personal information will be governed by the Seagate privacy statement located at <https://www.seagate.com/legal-privacy/>. If an entrant has opted-in for future communications, their personal details will be used to provide information regarding Promoter's products, service offering and details of future promotions, consistent with applicable law.

**5.2 Further Documentation.** By participating, each participant agrees to sign any necessary documentation that may be required for Promoter to confirm or make use of the rights and waivers granted as a result of participation.

## **6. PARTICIPANT RESPONSIBILITIES**

**6.1 General Rules.** By entering this Promotion each participant agrees to comply with these rules. The Promoter's decisions will be final and binding on all matters related to this Promotion, subject to applicable law.

**6.2 Release.** Each participant hereby releases the Promoter and their respective parents, subsidiaries, affiliates, employees, and agents from any liability or any injury, loss or damage of any kind arising in connection with this Promotion, or any Promotion Giveaway received.

**6.3 Interruptions.** If there is a catastrophic event, or any other unforeseen or unexpected event that cannot be reasonably anticipated or controlled, affects the fairness or integrity of this Promotion, including human error, the Promoter may cancel, change, or suspend this Promotion, subject to applicable law. If a solution cannot be found to restore the integrity of the Promotion, the Promoter may choose to proceed with selected redemptions from among all eligible Entries received before cancelling, changing or suspending the Promotion, subject to applicable law.

**6.4 Unlawful Behavior.** The Promoter may seek damages or criminal prosecution for any attempt to compromise the integrity or the legitimate operation of this Promotion by hacking or by cheating or committing fraud in any way, subject to applicable law. The Promoter may ban any participants from any future promotion, subject to applicable law.

## **7. FURTHER TERMS**

**7.1 Amendment or Cancellation.** The Promoter reserves the right to amend, cancel or suspend this Promotion (subject to applicable law) if an event beyond the control of the Promoter corrupts or affects the administration security, fairness, integrity or proper conduct of this competition. The Promoter will disqualify any individual who has tampered with the entry process or any other aspect of this competition. If for any reason any aspect of this Promotion is not capable of running as planned, including by reason of computer virus, communications network failure, bugs, tampering, unauthorised intervention, fraud, technical failure or any cause beyond the control of the Promoter, the Promoter may in its sole discretion cancel, terminate, modify or suspend the Promotion and invalidate any affected entries, or suspend or modify a prize, subject to State or Territory regulation.

**7.2 Limitation of Liability.** The Promoter (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence) for any personal injury, or any loss or damage (including loss of opportunity) whether direct, indirect, special or consequential, arising in any way out of this Promotion, and (a) any technical difficulties or equipment malfunction (whether or not under the Promoter's control); (b) any theft, unauthorized access or third party interference; (c) any Entry or Promotion Giveaway claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Promoter) due to any reason beyond the reasonable control of the Promoter; (d) any variation in Promotion Giveaway value to that stated in these Rules; (e) any tax liability incurred by a participant; or (f) use of a Promotion Giveaway. The Promoter (including its officers, employees and agents) excludes all liability for any loss (including, without limitation, indirect, special or consequential loss or loss of profits or opportunity), expense, damage, personal injury or death which is suffered or sustained (whether or not arising from any person's negligence) in connection with this Promotion including taking or using the Promotion Giveaway, except for any liability which cannot be excluded by law (in which case that liability is limited to the minimum allowable by law), including statutory guarantees. Any change in value of the Promotion Giveaway

occurring between the publishing date and date the Promotion Giveaway is claimed is not the responsibility of the Promoter.

**7.3 Sponsor/Promoter and Agent.** This Promotion is sponsored by Seagate Technology Australia Pty Limited, Level 1, 93 George Street, Parramatta, NSW, 2150, Australia. ABN: 87003840328; This Promotion is administered by PR Galleria, 55 Brisbane St, Sydney NSW 2010, Australia. All correspondence regarding this offer should be directed to [team@seagateanz.com.au](mailto:team@seagateanz.com.au).

**Authorised under:** TP/04122, T25/202