



h.ear mystory

1 JULY – 30 SEPT 2016 CONTEST

3 EASY STEPS TO WIN!



STEP 1

Purchase any **h.ear on / h.ear on Wireless NC**



STEP 2

Snap & upload photo on **Instagram** with your story. Add **#HearMyStoryMalaysia** & **#SonyMalaysia**



STEP 3

Submit Instagram link to **<http://corp.sony.com.my/hearmystory>** Get the most votes & win!

TERMS & CONDITIONS :

A. How to Participate?

1. Participate in the Contest from 1 July to 30 September 2016 ("Contest Period").
2. Product purchase entitled for contest entry are MDR-100AAP and MDR-100ABN only.
3. The Contest is open only to Malaysia residents and permanent residents living in Malaysia. Entrant below the age of 18 must submit to Sony Malaysia, a written consent letter from the entrant's parents or legal guardian, consenting to the entrant's participation in the Contest, failing which Sony Malaysia may declare such entry invalid.
4. Employees of Sony Malaysia, their advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible.
5. To participate, you must upload one (1) photo reflective of the Contest Theme at the link <http://corp.sony.com.my/hearmystory>.
6. You must upload the Contest photo on from 1 July 2016 to 30 September 2016 at 23:59:59 (Malaysia time) on contestant's personal Instagram account and submit link together with personal information at the link [<http://corp.sony.com.my/hearmystory>]

B. Photo Requirements

1. The theme of the Contest is (h.ear my story) ("Theme").
2. The Contest photo must be taken with MDR-100AAP or MDR-100ABN.
3. The Contest photo post must be accompanied by 15 words or more on Contest "Theme" (h.ear my story).
4. The Contest photo post must be accompanied by two (2) hashtags: #hearmystoryMalaysia and #SonyMalaysia
5. Only one entry per entrant will be accepted.
6. By submitting the contest entries, each participant thereby (a) specifically authorizes Sony Malaysia to use and/or license third parties to use such entry in whole or in part, throughout the universe, in perpetuity in or on any and all media, now known or hereafter devised, and alone or together or as part of otherwise unlawful information, infringe or violate any copyright or other right, or contain any matter other information, content and/or material of any kind or nature; (b) represents and warrants that all elements contained in the contest entry (i) is original to the participant or fully cleared for use as contemplated herein, (ii) does and will not, in any way, violate or breach any of the terms of any other agreement the participant may be a party to, (iii) does not contain libellous, tortuous, or the publication or sale of which will violate any federal or state statute or regulation, (iv) is not obscene or in any other manner unlawful, and (v) shall not require Sony Malaysia to pay or incur any sums to any person or entity as a result of Sony's use or exploitation of the same.
7. Sony Malaysia reserves the right to disqualify all entries that do not meet the rules and regulations of the Contest. These include entries submitted with invalid or incorrect information.

C. Winners and Prizes

1. Highest votes (Likes) from the voting page <http://corp.sony.com.my/hearmystory> at 23:59 hours on 30 September 2016 (GMT +08:00) will win the Grand Prize.
2. The winner may be required to participate in public relations events tied to the contest to generate press coverage of the contest and the accessories range. This may include, but not be limited to, quotes given for inclusion in press releases and press conferences, interviews, etc.
3. The winner will be announced at Sony Malaysia Facebook page at <https://www.facebook.com/SonyMalaysia> on 5 October 2016.
4. The Winner will be notified by Sony Malaysia via phone and email within fourteen (14) days after announcement of the Winner and given details on how to claim their Prize (as defined below).
5. In the event that the Winner (i) does not respond to Sony within **fourteen (14) days** of being notified by Sony Malaysia of his/her win; or (ii) fails to collect the Prize within **three (3) months** from announcement of the Winner; or (iii) has breached any Terms and Conditions herein; or (iv) his/her entry is invalid for whatever reasons, his/her Prize will be forfeited and Sony Malaysia shall be entitled to select the runner up (second highest votes) as the new Winner.

D. The Prize

1. The winner will receive a travel voucher for two (2) to Japan worth RM15,000. Sony Malaysia reserves the right to substitute the Prize with another prize of comparable value.
2. The Prize is non-refundable, non-transferable and not redeemable for cash.
3. Winners are required to collect the Prize from Sony Malaysia's office at Level 11, Centrepoint South, The Boulevard, Mid Valley City, Lingkaran Syed Putra, 59200 Kuala Lumpur by 19 October 2016. No delivery is allowed and Prizes not collected after the Deadline will be forfeited.
4. Sony Malaysia has the final decision pertaining to any dispute on selection of Winner. Any appeals made including appeals to check the status of the entries, will not be entertained.
5. The Management Panel may require Winner to provide a valid identification document before awarding the Prize.
6. Sony reserves the right to withhold the Prize pending verification of the Winner's compliance with the Terms and Conditions of the Contest.

E. Warranties

1. You hereby agree to grant and authorise Sony Malaysia, (i) the right to collect, use, process and disclose your name, telephone number, email address and other personal details for the purpose of administration in relation to the Contest; and (ii) the right to publish your photos, names, age, profiles and any other personal data or information for the purpose of advertising and marketing in any medium without any prior notice; and for any and all purposes set out in the Data Protection Policy of Sony.
2. You further agree to grant and authorise Sony Malaysia, without compensation, gain or rewards, a non-exclusive and irrevocable license to use, republish, edit and/or modify the Contest photo in any media for marketing and promotional purposes which include but not limited to the following: (i) Judge the Contest; (ii) publication at Sony Malaysia's websites (including but not limited to Sony Malaysia Facebook page at <https://www.facebook.com/SonyMalaysia>), book, magazine or similar, for the purpose of promoting Sony Malaysia, its products and the Contest; (iii) display the winning entries at public exhibitions for the purpose of promoting Sony Malaysia, its products and the Contest; and (iv) share with social media for the purpose of promoting Sony Malaysia, its products and the Contest.
3. Where there are images or personal information of other individuals appearing in or associated with your entry and the Contest photo, you confirm that the individuals have consented and agreed to you providing the images and personal information to Sony Malaysia and that Sony Malaysia may use the images and personal information for the purpose of this Contest.
4. You shall hold Sony Malaysia and all of its officers, directors and employees free and harmless from any liability arising from claims or suits of third parties, including costs and expenses incidental thereto, in connection with the use of the Contest photo.
5. You must own the copyright to your Contest photo as its author. Your Contest photo must be your work, must not be copied, must not contain any third-party materials and/or content that you do not have permission to use, must not include any trademarks, and must not show inappropriate or dangerous behaviour, or otherwise be obscene, defamatory, distasteful, offensive, or in breach of any applicable law or regulation. If Sony has any reason to believe your Contest photo is not your own work or otherwise breaches the Terms and Conditions of this Contest, Sony Malaysia may, in its sole and absolute discretion, reject it and disqualify it without giving reasons. You shall also indemnify and hold harmless Sony Malaysia and its affiliates from and against any claim, action, damage, loss and costs and expenses (including legal fees and professional fees) arising from or in connection with any breach of the foregoing.
6. It is your responsibility to protect the Contest photo and entry against any unauthorised use by a third party. Sony Malaysia assumes no responsibility and is not liable for any image misuse.

F. General

1. You may only submit one entry in this Contest. Entries on behalf of another person will not be accepted.
2. Sony Malaysia assumes no responsibility for any incorrect, inaccurate or incomplete information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest, and Sony Malaysia assumes no responsibility for technical, hardware or software failure of any kind, for lost network connections, garbled computer transmissions, other problems or technical malfunctions with regard to the Contest. Sony Malaysia assumes no responsibility for any error, omission, corruption, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to or alteration of entries. Sony Malaysia is not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, computer equipment, software, failure of any e-mail addressed to Sony Malaysia on account of technical problems, human error or traffic congestion on the internet or any website, or any combination thereof, including any injury or damage to you or any other person's computer related to or resulting from participation or downloading any materials in the Contest. If for any reason an entry cannot be viewed or is not capable of running as planned, including infection by computer viruses, bugs, tampering, unauthorised intervention, fraud or technical failures, Sony Malaysia assumes no responsibility.
3. Sony Malaysia accepts no responsibility for any damage, loss, liabilities or injury incurred or suffered by you as a result of entering the Contest or accepting any prize. Sony Malaysia further disclaims liability for any injury or damage to you or any other properties relating to or resulting from your participation in the Contest.
4. Sony Malaysia reserves the right to disqualify and/or exclude any entries from the Contest, for any reason or for no reason, including without limitation, violation of any portion of these Terms and Conditions.
5. Sony Malaysia reserves the right, in its sole discretion, to terminate or suspend this Contest without any liability to you should there be unforeseeable events which in Sony Malaysia's absolute opinion may jeopardize the process of the Contest.
6. Sony Malaysia reserves the right to amend any of the Terms and Conditions of the Contest.
7. In the event of disputes regarding the Contest or the Terms and Conditions of the Contest, Sony Malaysia shall have the right to make final decision.

For More Information:  www.sony.com.my

 [facebook.com/SonyMalaysia](https://www.facebook.com/SonyMalaysia)

 [instagram.com/SonyMalaysia](https://www.instagram.com/SonyMalaysia)

For More Privileges:

Join MySony Membership



www.sony.com.my/mysony

For More Enquiries:  **1300-88-1233** (Malaysia)
(Mon-Fri: 9am-6pm)

+603-2203-8585 (Overseas)
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