



## MERCHANT DOS AND DON'TS RHB MALAYSIA DAY CAMPAIGN

### DEFINITIONS

In this document:

- **Campaign** means the RHB Malaysia Day Campaign;
- **Campaign Period** refers to 15 December 2020 until 14 April 2021, both dates inclusive;
- **Offers** means special discounts or promotions offered by the Participating Merchants to RHB customers during the Campaign Period;
- **Participating Merchants** means all merchants who registered to participate in the Campaign;
- **POSM** means Point-of-Sales Marketing materials made available by RHB for Participating Merchants to use;
- **RHB** refers to RHB Bank Berhad (Registration No.: 196501000373 (6171-M)) and RHB Islamic Bank Berhad (Registration No.: 200501003283 (680329-V)) collectively;
- **Shop** means a Participating Merchant's own page in the Website;
- **Website** means the Campaign website.

### DOS

1. DO upload as many images, information (such as discount/offer or product/service description) and your contact details in your Shop.
2. DO offer special discounts or promotions to RHB retail customers.
3. DO download, print and display any POSM that are deemed fit at your outlets.
4. DO share the Campaign on your business platforms.
5. DO encourage customers to support the Campaign.
6. DO treat customers fairly, kindly and respectfully.
7. DO display content that are accurate, clear, easily read and understood by customers.
8. DO contact RHB for any clarification needed on the Campaign.
9. DO provide RHB with any feedback that may improve the Campaign or allow RHB to further assist business in these trying times.



## **DON'TS**

1. DON'T provide Offers that are unfair to customers.
2. DON'T use the POSM provided for usage that are not specified in the Website e.g. using the design for bunting as posters.
3. DON'T display the POSM outside of the Campaign Period.
4. DON'T modify, create derivate works, copy or sell the POSM for commercial or public purposes.
5. DON'T display or promote any unlawful, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, profane, hateful, racially, ethnically or otherwise objectionable material of any kind, including, but not limited to, any material which encourages conduct that would constitute a criminal offense, give rise to civil liability or otherwise violate any applicable local, state, national or international law.
6. DON'T use images that don't belong to you or are not free.
7. DON'T use the platforms made available for this Campaign to promote campaigns with other Financial Service Providers.
8. DON'T display any personal information such as messages which state phone numbers, account numbers, addresses, or employer references unless those required to be displayed in the Website.

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