

Terms & Conditions T&C-V086
Terms & Conditions for 'hmv PLAY' Service

1) Your Acceptance

- 1.1 This is an agreement between SmarTone Mobile Communications Limited ("SmarTone" or "the Company") and you ("you" or "the Customer"), a user of hmv PLAY ("the Service"). BY USING THE SERVICE, YOU ACKNOWLEDGE AND AGREE TO THESE TERMS AND CONDITIONS. If you do not agree to any of these terms and conditions, you may not use the Service.

2) hmv PLAY Service

- 2.1 hmv PLAY is a digital music streaming service provided and operated by Soliton (HK) Limited ("Soliton HK") for customers to enjoy music download and streaming via supported devices.

- 2.2 The service plan for the Service is set out below:

Service Plan
hmv PLAY • HK\$49 / month

- 2.3 The Customer can use the following topped up method for payment of the Service:

2.3.1 Service fee in the hmv PLAY account can be settled by SmarTone topped up voucher which can be purchased from SmarTone stores, authorised resellers with SmarTone signage.

2.3.2 The Customer can top up the hmv PLAY account which is linked to the mobile number verified during first time registration. The Service is charged on a monthly basis and charges are payable in advance. The service charges will be deducted automatically from the hmv PLAY account on a designated date. If the hmv PLAY account balance is insufficient for monthly charge deduction, the Service will be suspended. All value topped up in the hmv PLAY account and the monthly charges are non-refundable under whatever circumstances.

- 2.4 In addition to service fees, download and use of the Service will incur data charge. Local data will be charged at or deducted from the SmarTone customer's subscribed price plan, whichever is applicable. Standard roaming data charges will apply while using the Service abroad. If the Customer has applied for a Roaming Data Pack, data will be deducted from the plan. Please visit smartone.com/roamingdatapacken for details. Customers of any other network, please check with your mobile operator about the respective data charges.

- 2.5 hmv PLAY account balance is valid for 365 days after the activation date. Each time you recharge your account at HK\$50 or more, its validity is reset for a further 365 days to retain the service.

- 2.6 You agree:

- a) To use the Service for personal and non-commercial use only;
- b) Not to violate, reverse-engineer, duplicate, reproduce, transfer, share, capture, copy, forward, distribute or otherwise tamper with any content obtained from using the Service and any part of the Service for any reason or assist another person to do so.

- 2.7 Usage rules established by the Company relating to the Service may be controlled and modified by the Company for compliance purpose and the Company reserves the right to enforce such usage rules without notice to you.
- 2.8 The Service can only be used on smartphones specified by the Company. Any actions on jailbroken or rooted devices are taken at your own risk.
- 2.9 The Service allows Customer to stream, listen and download music during the subscription period. If customer terminates the Service, all downloaded music from the Service will no longer be accessible.
- 2.10 The Company makes no warranty that:
 - 2.10.1 The Service will meet the customers' requirements;
 - 2.10.2 The Service will be uninterrupted, timely, secure or error-free;
 - 2.10.3 The results that may be obtained from the use of the Service will be accurate or reliable; or
 - 2.10.4 The quality of any services, information or other material obtained by the customer through the Services will meet his/her expectation.
- 2.11 The Company assumes no responsibility for the timeliness, deletion, mis-delivery or failure to store any user communications or personalization settings or for any damage to customer's device or loss of data that results using the Service, including without limitation, the download of any materials, data or information. Customer expressly relieves SmarTone from any and all liabilities arising from the access or use of any part of the Service.
- 2.12 All contents under the Service are provided by Soliton HK, and SmarTone is not responsible or liable for their quality, nature, accuracy and usefulness of the contents.
- 2.13 The content and categories of content available in the Service and the charges of the Service are subject to change at any time without prior notice.
- 2.14 The Company may (i) deactivate or suspend the Service or any part thereof, with or without notice to you, to carry out system, maintenance, upgrading, testing and/or repairs; (ii) limit or suspend your access to any of the Service with or without notice to you if the Company is of the opinion that such action is appropriate as a result of your use of the Service; (iii) take any steps or omit to take any steps, with or without notice to you, for any reason the Company deems relevant to the management or the operation of any of the Service and the Company's business, that may expand, reduce, modify, suspend, limit, make inaccessible or adversely affect the Service or any part thereof.
- 2.15 The Company may, upon discovery of suspected or inchoate, fraudulent, deceptive, unlawful or improper use of the Service by users, suspend users' access to any or all of the Service temporarily or permanently.
- 2.16 Users agree to be bound by the End Users Licence Agreement of using the Service, which agreement can be found at www.hmv.com.hk/hmvplay.
- 2.17 SmarTone is the authorized agent of Soliton HK for billing and collection of the charges of the Service from Customers during the subscription period.

3) Intellectual Property rights

- 3.1 The design of the Service along with any service features ("Applications") and the trademarks, service marks and logos contained therein ("Marks") are owned by Soliton HK and is protected by applicable intellectual property laws including but not limited to copyright. Except to the extent permitted by law, you shall not use such Applications and/or Marks in any way whatsoever except for use of the Service. You shall not modify, rent, lease, loan, sell, distribute or create derivative works based on the Applications in any manner.

4) Privacy Policy

- 4.1 Your privacy is important to the Company. The Company has developed a Privacy Policy that covers how it collects, uses, discloses, transfers and stores your information. Please visit smartone.com/privacypolicyen for full details of the Company's Privacy Policy.
- 4.2 The Company will do its best to keep your privacy safe, but still need your help. Please protect your own personal information carefully.

5) Applicable Laws

- 5.1 You shall comply with the laws of Hong Kong Special Administrative Region that apply to your use of the Service.
- 5.2 You expressly agree to the exclusive jurisdiction for any claim or dispute with the Company or relating in any way to the use of the Service resides in the courts of Hong Kong Special Administrative Region.

6) Limitation of Liability

- 6.1 The Company shall under no circumstances be liable whether in contract, tort, statute or otherwise (including without limitation for negligence, breach of contract, defamation) for any special, direct, indirect or consequential loss or damage (including without limitation, loss of revenue, loss of data or goodwill) which is suffered, sustained or incurred by you, or any person arising (directly or indirectly) from or out of or relating to the Service.

7) Advertising

- 7.1 You acknowledge and agree that the Service includes advertisement.
- 7.2 The Company is not a party to and is not otherwise involved in any manner in any correspondence or business dealings with, or participation in promotion of, advertisers found on or through the Service, including payment and delivery of goods or services and any other terms, conditions, warranties or representations associated with such dealings which are solely between the Customer and such advertiser. The Customer agrees that the Company shall not be responsible or liable for any loss or damage whatsoever incurred as a result of any such dealings or as the result of the presence of such advertisers on the Service.
- 7.3 The Company does not represent or endorse the accuracy or reliability of any information, advertisements or contents contained on, distributed through, or linked, downloaded or accessed from the Service. The Company cannot and does not guarantee the quality or reliability of any products or information purchased or obtained by you as a result of an advertisement or any other information displayed in the Service. By using the Service, you expressly acknowledge and agree that the Company shall not be responsible for any damages, claims or other liability arising from or related to such advertisements or information displayed in the Service.
- 7.4 The Company may provide advertisers with reports on how their advertisements performed on the Service, but the Company only provides the data to them after the Company has removed your name or any other personally identifying information from it, or has combined it with other people's data in a way that it is no longer associated with you.

- 8) The Company reserves the right to revise the terms and conditions of the Service from time to time.