

CONNECTED WATCH TRADE-IN – SPECIFIC TERMS AND CONDITIONS

1. The Connected Watch Trade-In program (the “Program”) is being launched by LVMH Watch & Jewellery (UK) Limited, trading as “TAG Heuer”, a company registered in England and Wales under company number 1620385 (“we”, “us” or “our”). Our registered office is at Duval House, 16 - 18 Harcourt Street, Worsley, Manchester, M28 5GN.
2. Subject to the terms and conditions below (the “Trade-In Terms”), the Program provides you with the option to receive a credit in exchange for trading in your current TAG Heuer Connected from previous generations provided that you purchase a new TAG Heuer Connected 2020 (serie SBG8A) (the “New TAG Heuer Connected”).
3. The Program will run from 1 June 2021.
4. The Program is not available in all TAG Heuer stores. The Program is only available in the TAG Heuer London Oxford Street Store. You can also benefit from the Program after you have purchased a New TAG Heuer Connected on our website by following the process set out in paragraph 9.
5. Your current TAG Heuer Connected will be eligible for the Program if it belongs to one of the following generations:
 - CW46 (serie SAR8A80); Modular 45 (serie SBF8A80); Modular 41 (serie SBF818).

To confirm the eligibility of your current TAG Heuer Connected to the Program, we need to confirm its authenticity and your serial number will therefore have to be perfectly legible. TAG Heuer reserves the right to reject specific watches based on their condition or if their authenticity cannot be confirmed.

6. You will be able to trade in your eligible TAG Heuer Connected and receive a trade-in credit (the “Trade-In Credit”) which can be used towards a purchase of the New TAG Heuer Connected. The amount of your Trade-In Credit will vary depending on the generation of your eligible TAG Heuer Connected. Please refer to our website <https://www.tagheuer.com/gb/en/> or ask a customer advisor in our Oxford Street Store for the most up-to-date information on the applicable Trade-In Credit values and the eligible TAG Heuer Connected watches.
7. You must have a TAG Heuer account to benefit from the Program. If you do not have a TAG Heuer account, we will use the information which you provide us in the course of applying for the Program to set one up for you. We will use the personal information you provide to us in accordance with the terms of our privacy policy, which is accessible at <https://www.tagheuer.com/gb/en/legal/privacy-policy.html>.
8. **Oxford Street Store:** To benefit from the Program in our Oxford Street Store, you must trade-in your current TAG Heuer Connected and purchase a New TAG Heuer Connected at the same time. You must bring your current TAG Heuer Connected watch with you so that our teams can confirm its eligibility and the value of the Trade-In Credit. After successful completion of these steps, provided you are happy to proceed, you will receive your Trade-In Credit toward the purchase of a New TAG Heuer Connected only and the title and ownership of your trade-in watch will be transferred to TAG Heuer and paragraph 10 will apply. For information about what happens if you return your New TAG Heuer Connected during the applicable returns period, see paragraphs 14 and 16.
9. **Online:** To benefit from the Program after you have completed your purchase of a New TAG Heuer Connected on our website you will need to contact our Customer Care team within thirty (30) days following completion of your purchase. You can contact our Customer Care team on <https://www.tagheuer.com/gb/en/contact> or calling 01204 861 168. Our Customer Care team will provide you with (i) instructions to perform an initial assessment of the eligibility of your current TAG Heuer Connected watch and of the applicable Trade-In Credit, (ii) instructions and timing requirements for the shipment of your eligible watch to us and (iii) a prepaid shipping label which you must use to return your eligible TAG Heuer Connected. If you return your eligible TAG Heuer Connected other than via the prepaid shipping label, the shipment will be at your expense. If you do not ship your eligible watch within the time period instructed to you by our Customer Care team, the benefit of the Program will be void and your watch will no longer be eligible for the Trade-In Credit.

Upon receipt of your watch shipped in accordance with our instructions, our Customer Care team will proceed to a final confirmation of its eligibility and of the applicable Trade-In Credit. The Customer Care team will then confirm the eligibility and Trade-In Credit value to you and upon such confirmation, the title and ownership of your eligible watch will be transferred to us and paragraph 10 will apply. We will proceed to the payment of the amount corresponding to your Trade-In Credit after the end of the return period applicable to your New TAG Heuer Connected (see paragraph 15), in the same currency and through the same payment method used for your purchase of the New TAG Heuer Connected. If we conclude that your current watch is not eligible for the Program, our Customer Care team will inform you accordingly and we will return your watch to you, at our expense. For information about what happens if you return your New TAG Heuer Connected during the applicable returns period, see paragraphs 14-15.

10. By participating to the Program, you understand and agree that once the title and ownership of your trade-in watch is transferred to TAG Heuer, TAG Heuer will initiate the disposal process of the watch and will no longer be able to recover it. You disclaim any and all right or title in and to your trade-in watch, including the right to collect, as applicable, its value other than the received Trade-In Credit.
11. You must perform a factory reset and remove all personal information from your eligible TAG Heuer Connected before returning it to us. TAG Heuer shall not be responsible for the disclosure of any private information that has not been removed from your trade-in watch prior to its return.
12. You must use the following methods of payment for the purchase of your New TAG Heuer Connected under the Program: all major debit or credit cards, PayPal (for online purchases only) or wire transfer. Cash payments are also accepted in our Oxford Street Store, to the maximum extent permitted by law and by our internal policies. Other methods of payment are not available for a purchase under the Program.
13. Several Trade-In Credits cannot be combined for a single purchase of a New TAG Heuer Connected.
14. **Returns - General:** Taking part in the Program does not affect your right to cancel your order and return your New TAG Heuer Connected in accordance with your legal rights and our applicable return policies which can be found within our applicable terms and conditions of sale.
15. **Returns – Online:** For returns of the New TAG Heuer Connected purchased on our website, we will reimburse you the purchase price in the same currency and through the same payment method used for purchase in accordance with our online terms and conditions of sale with can be found on <https://www.tagheuer.com/gb/en/legal/terms.html> and the benefit of the Program will be cancelled. If you return your New TAG Heuer Connected during the applicable returns period and you have sent us your existing TAG Heuer Connected to receive Trade-In Credit, we will return your existing TAG Heuer Connected to you at our expense and you will not receive Trade-In Credit.
16. **Returns - Oxford Street Store:** Returns of the New TAG Heuer Connected purchased in the Oxford Street Store shall be subject to the applicable return policy. Please ask the customer advisors in the Oxford Street Store for additional information on any such return policy.
17. TAG Heuer reserves the right to exclude from the Program certain special editions or limited editions of the New TAG Heuer Connected.
18. The Program is only available to consumers who will purchase the New TAG Heuer Connected for domestic and private use. The purchase of a New TAG Heuer Connected with the intention of reselling it is strictly prohibited under the Program.
19. The Program cannot be combined with any other promotions, discounts or offers unless specifically provided for in the terms and conditions of such offers.
20. TAG Heuer reserves the right to terminate, adapt or amend the Program, including the trade-in credit values, the eligibility criteria, the trade-in conditions and the Trade-In Terms at any time provided that any such changes shall not impact on any existing agreement that we have with you.
21. The Program eligibility or the Trade-In Credit offered by TAG Heuer are not transferrable to any person other than you, as owner of an eligible TAG Heuer Connected.
22. TAG Heuer reserves the right to decline or cancel your participation in the Program, if we believe that your participation is pursuing an illegal or fraudulent purpose.
23. Each of the paragraphs of these Trade-In Terms operates separately. If any court or relevant authority decides that any of them are unlawful or unenforceable, the remaining paragraphs will remain in full force and effect.
24. Other than as specified in these Trade-In Terms, our standard terms and conditions for the sale of TAG Heuer products will also govern the purchase of your New TAG Heuer Connected. In case of inconsistency or conflict between the Trade-In Terms and our standard terms and conditions, the Trade-In Terms and conditions shall prevail.
25. The Program is available only to customers residing in the United Kingdom and is not available in other locations.
26. Nothing in these Trade-In Terms affects your legal rights.
27. These Trade-In Terms are governed by the law of England and Wales and the courts of England and Wales will have exclusive jurisdiction. Consumers benefit from any mandatory provisions of the law of the country in which you are resident. Nothing in these Trade-In Terms affects your rights as a consumer to rely on such mandatory provisions of local law.
28. Alternative dispute resolution is a process where an independent body considers the facts of a dispute and seeks to resolve it, without you having to go to court. If you are not happy with how we have handled any complaint, you may want to contact your local Trading Standards Services which can found at <https://www.tradingstandards.uk/consumers/support-advice>.
29. If you have any queries relating to the Program, you can contact us on <https://www.tagheuer.com/gb/en/contact> or calling 01204 861 168.