

Intel® Software Advantage Program

Intel® Builders Bundle

Consumer Terms & Conditions

These are the Terms & Conditions (“**Offer T&Cs**”) for the **Intel® Builders Bundle** Promotion (“**Promotion**”). In these Offer T&Cs, “**you**” and “**your**” refer to a purchaser of a Qualifying Product meeting the Program requirements who wishes to take part in the Promotion, and “**we,**” “**us,**” and “**our**” refer to Intel Corporation (“**Intel**” or “**Sponsor**”) and The Game Agency, LLC (“**TGA**” or “**Data Processor**”). You must agree to these Offer T&Cs and any additional terms and conditions established by retailers or resellers participating in the Promotion (“**Participating Sellers**”) in order for you to take part in the Promotion. Please read the Offer T&Cs carefully prior to continuing with the Promotion requirements. By continuing, you agree to be bound by these Offer T&Cs.

DUE TO SECURITY CONCERNS, ACCESS TO THE OFFER WEBSITE VIA A VIRTUAL PRIVATE NETWORK OR PROXY IS STRICTLY PROHIBITED.

1. ELIGIBILITY. You are eligible to participate in the Promotion if you (i) agree to these Offer T&Cs; (ii) agree to Intel’s [Terms of Use](#) and [Privacy Policy](#); (iii) have an active single sign on account with Intel (“**Account**”); (iv) as applicable, agree to terms and conditions of a Participating Seller and meet its specific requirements for the purchase of a qualifying product(s), which may include Intel® processors, Intel processor-based devices, Intel® graphics cards, or systems, or a required combination thereof (“**Qualifying Product(s)**”), during the specific purchase period established by such Participating Seller (“**Purchase Period**”); (v) as indicated in Section 6, receive a unique series of alphanumeric characters from such Participating Seller (“**Master Key**”), and if prompted, successfully complete a hardware verification scan on the purchased product to verify it is a Qualifying Product, or, as indicated in Section 7, receive confirmation of eligibility of your purchase after successfully completing the purchase verification claim submission, and (vi) complete a survey about your purchase. If you have not yet reached the age of majority set by your country/region territory of legal residence (18 years of age in many countries), please ask your parent or legal guardian to participate in this Promotion on your behalf.

The Qualifying Product(s) may differ by Participating Seller and may include some, but not necessarily all, of the following devices:

Qualifying Intel® Core™ products:

Intel® Core™ i5-14600K, Intel® Core™ i5-14600KF, Intel® Core™ i7-14700K, Intel® Core™ i7-14700KF, Intel® Core™ i9-14900K, Intel® Core™ i9-14900KF, Intel® Core™ i9-14900KS, Intel® Core™ Ultra 5 processor 245K, Intel® Core™ Ultra 5 processor 245KF, Intel® Core™ Ultra 7 processor 265K, Intel® Core™ Ultra 7 processor 265KF, Intel® Core™ Ultra 9 processor 285K

The Purchase Period may differ by Participating Seller and may span some, but not necessarily all, of the following period: {**January 22, 2025** USA Pacific Time} to {**March 31, 2025** USA Pacific Time}

2. SPONSOR. The “**Sponsor**” is Intel Corporation, 2200 Mission College Blvd., Santa Clara, CA 95054-1549, USA.

3. DATA PROCESSOR. The “**Data Processor**” is The Game Agency, LLC, 55 N Merchant Street #1221, American Fork, UT 84003, USA.

4. PROMOTION OVERVIEW. To add value to your purchase, Intel is offering you at no additional cost, the opportunity to download and use the following software title(s) (“**Offer**”) whose average retail values (“**ARV**”) are indicated in parentheses and listed in U.S. Dollars (USD):

Featured Software

- **Assassin's Creed® Shadows (Full Download ARV: US\$69.99)**
- **Sid Meier's Civilization® VII (Full Download ARV: US\$69.99)**

Total Value: US\$139.98

Total Average Retail Value (ARV) = USD

5. SCHEDULE. Subject to these Offer T&Cs, to participate in this Promotion, you must (i) purchase a Qualifying Product from a Participating Seller during the Purchase Period established by such Participating Seller; and (ii) complete either steps (a) or (b) as follows:

- a. Enter the Master Key to redeem the Offer from {**January 22, 2025** USA Pacific Time} to {**May 15, 2025** USA Pacific Time} (“**Redemption Period**”). If prompted, follow the onscreen instructions to run the Intel® Hardware Scanning Tool (“**Intel HST**”) which will scan your product and determine if you have a Qualifying Product. If the product is verified as a valid Qualifying Product, redeem the Offer from {**January 22, 2025** USA Pacific Time} to {**May 15, 2025** USA Pacific Time} (“**Redemption Period**”); or,
- b. Complete the Purchase Verification process as instructed by the Participating Seller and submit a valid claim (as indicated in Section 7) from {**January 22, 2025** USA Pacific Time} to {**April 15, 2025** USA Pacific Time} (“**Submission Period**”) and redeem the Offer from {**January 22, 2025** USA Pacific Time} to {**May 15, 2025** USA Pacific Time} (“**Redemption Period**”).

Intel will not shorten the Redemption Period for this Offer except as otherwise provided in these Offer T&Cs or the redemption period associated with bonus software that may be offered as an added incentive for you to begin a marketing relationship with the Sponsor. Should unforeseen circumstances arise after the Promotion begins, Intel reserves the right to extend the Redemption Period in our reasonable discretion. Any such changes to the Redemption Period will be communicated by Intel or the Participating Seller. No individual extensions to the Redemption Period will be granted.

SCHEDULE SUMMARY	
Purchase Period: Buy a Qualifying Product	Established by Participating Seller - may span some, but not necessarily all, of the following period: {January 22, 2025 USA Pacific Time} to {March 31, 2025 USA Pacific Time}
For Promotions using the Purchase Verification Process only, Submission Period: Submit Claim Form and Proof of Purchase	{January 22, 2025 USA Pacific Time} to {April 15, 2025 USA Pacific Time}
Redemption Period: Redeem Offer	{January 22, 2025 USA Pacific Time} to {May 15, 2025 USA Pacific Time}

6. MASTER KEY REDEMPTION PROCESS. If your Participating Seller provided you a Master Key with your Qualifying Product purchase, follow these required steps (unless otherwise indicated) to redeem the Offer during the Redemption Period:

- a. **Required:** Visit <https://softwareoffer.intel.com/> (“Offer Site”) and login to your Account. Please note: You will be required to provide your phone number to verify and access your account.
- b. **Required:** Click on “Redeem An Offer.”
- c. **Required:** When prompted, enter your Master Key and click “Submit.”
 1. After entering your Master Key, you may be prompted to run the Intel HST to verify that your purchase is a Qualifying Product. If prompted, follow these required steps:
 1. **Required:** Download and run the Intel® Hardware Scanning Tool “(Intel HST)”. Use of Intel HST is subject to your acceptance of additional terms and conditions which will be accessible to you prior to its download.
 2. Upon completion of the scan, the Intel HST will indicate on-screen whether the Qualifying Product(s) you purchased meets the eligibility requirements indicated in these Offer T&Cs. Please see on screen instructions for eligibility and next steps.

- d. **Required:** Check the empty box to confirm you fully understand, accept, and agree to be bound by these Offer T&Cs (including all terms and conditions referenced in or accessible from links contained in these Offer T&Cs).
- e. **Optional:** During the redemption process, you may be provided the opportunity to begin a marketing relationship with Intel, and potentially Intel partners, by optionally consenting to receive marketing emails. Intel may offer you additional software incentives to do so. If Intel elects to include this entirely optional marketing consent process, you will be asked to: verify the personal information you previously provided (first name, last name, and email address) so that the Sponsor, and potentially Sponsor partners, may send you the marketing emails and/or the additional software; re-confirm you have reached the age of majority set by your country of legal residence (18 years of age in many countries); and agree to have Intel contact you with marketing emails. You may unsubscribe at any time. Intel's websites and communications, including its management of personal information, are subject to its Privacy Policy and Terms of Use. While your consent to the Offer T&Cs is required to participate in the Promotion, agreeing to receive email marketing is optional and not required for participation. As such, you may skip submitting the form for this optional marketing relationship.
- f. **Required:** Answer a series of survey questions related to your purchase of an Intel Qualifying Product.
- g. **Required:** Follow the instructions to download the software title(s) in the Offer during the Redemption Period or by the deadline indicated on-screen.

7. PURCHASE VERIFICATION PROCESS

7A. PURCHASE VERIFICATION CLAIM SUBMISSION: If your Participating Seller is utilizing the **PURCHASE VERIFICATION PROCESS**, complete the following required steps (unless otherwise indicated) during the Submission Period to confirm that your purchase qualifies for the Offer.

- a. **Required:** Visit <https://softwareoffer.intel.com/> (“Offer Site”) and login to your Account. Please note: You will be required to provide your phone number to verify and access your account.
- b. **Required:** Click on “Redeem Offer,” and under the heading “Submit a Purchase Verification Claim,” follow the on-screen instructions to populate the purchase verification claim form with the required information.
- c. **Required:** In the drop-down menus, identify the SKU (stock keeping unit) for the Qualifying Product(s) as well as the Participating Seller you purchased it from. If you do not see the Participating Seller or your product and SKU on the list, the purchase is not eligible for participation in the Offer using the Purchase Verification Process.
- d. **Required:** Download and run the Intel HST. Use of Intel HST is subject to your acceptance of additional terms and conditions which will be accessible to you prior to its download.

- e. **Required:** Upon completion of the scan, the Intel HST will indicate on-screen whether the Qualifying Product(s) you purchased meets the eligibility requirements indicated in these Offer T&Cs. Please see the on-screen instructions for eligibility and next steps.
- f. **Required:** Upload your Proof of Purchase issued to you by the Participating Seller, and monitor your email, including your spam folder, for the following communications:
 - 1. Confirmation email: Shortly after successfully submitting your claim form and Proof of Purchase, we will send you an automated confirmation email from “no-reply@softwareoffer.intel.com”. This email will include an Intel Software Advantage purchase verification ticket number, which is the reference number for our communications with you.
 - 2. Eligibility email: Within ten (10) business days of a successful submission, we will inform you via email on the status of your eligibility.
 - 1. If your Proof of Purchase meets the eligibility requirements indicated in these Offer T&Cs, we will send you an email with instructions on how to redeem the Offer, as indicated in step 7B below.
 - 2. If your Proof of Purchase does not meet the eligibility requirements indicated in these Offer T&Cs, or the submission is illegible or incomplete, we will email you the reasons for the disqualification or rejection. Only one (1) notification email will be sent.
 - 3. a. You will have until May 08, 2025 USA Pacific Time to send us the required documentation, and we will respond to you within ten (10) business days of our receipt of your updated information.
 - 4. b. If we do not receive an email from you by that date with the proper documentation or the documentation you sent does not meet the requirements, you will be ineligible to participate in the Promotion.

7B. PURCHASE VERIFICATION REDEMPTION STEPS: If your Purchase Verification claim was approved, follow these required steps (unless otherwise indicated) to redeem the Offer during the Redemption Period:

- a. **Required:** Visit softwareoffer.intel.com/ (“Offer Site”) and login to your Account. Please note: You will be required to provide your phone number to verify and access your account.
- b. **Required:** On your dashboard under “My Activated Offers”, click on the specific Offer.
- c. **Required:** Check the empty box to confirm you fully understand, accept, and agree to be bound by these Offer T&Cs (including all terms and conditions referenced in or accessible from links contained in these Offer T&Cs).
- d. **Optional:** During the redemption process, you may be provided the opportunity to begin a marketing relationship with Intel, and potentially Intel partners, by optionally consenting to receive marketing emails. Intel may offer you additional software incentives to do so. If Intel elects to include this entirely optional marketing consent

process, you will be asked to: verify the personal information you previously provided (first name, last name, and email address) so that the Sponsor, and potentially Sponsor partners, may send you the marketing emails and/or the additional software; re-confirm you have reached the age of majority set by your country of legal residence (18 years of age in many countries); and agree to have Intel contact you with marketing emails. You may unsubscribe at any time. Intel's websites and communications, including its management of personal information, are subject to its Privacy Policy and Terms of Use. While your consent to the Offer T&Cs is required to participate in the Promotion, agreeing to receive email marketing is optional and not required for participation. As such, you may skip submitting the form for this optional marketing relationship.

- e. **Required:** Answer a series of survey questions related to your purchase of an Intel Qualifying Product.
- f. **Required:** Follow the instructions to download the software title(s) in the Offer during the Redemption Period or as otherwise specified in the download instructions.

8. SECURITY. You are entirely responsible for maintaining the confidentiality of your password and Account. Furthermore, you are entirely responsible for any and all activities that occur under your Account. You agree to notify Sponsor and Data Processor immediately of any unauthorized use of your Account or any other breach of security by contacting <https://softwareoffer.intel.com/redeem/support>. Neither Sponsor nor Data Processor will be liable for any loss that you may incur as a result of someone else using your password or Account, either with or without your knowledge. However, you could be held liable for losses incurred by Sponsor, Data Processor, or another party due to someone else using your Account or password. You may not use anyone else's Account at any time, without the permission of the Account holder.

9. GENERAL. You acknowledge and agree that we provide you only with the right to participate in the Offer in accordance with these Offer Terms, and your access to your Account is subject to the Account T&Cs and Sponsor's Terms of Use. If you violate these Offer T&Cs, the Account T&Cs, or Sponsor's Term of Use, you acknowledge and agree that your Account may be permanently inaccessible to you and that all data or services associated with the Account may not be retrievable. YOUR ACCOUNT IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS.

This Offer is valid only as long as supplies last, and the Promotion is void where prohibited. Residents of or persons in any country or region that is the subject or target of any United States or other government sanctions or embargoes are not eligible to redeem the Offer or otherwise participate in the Promotion. Each Qualifying Product is eligible for only one (1) Offer. Canceled orders or returned purchases are ineligible for participation in the Promotion. We reserve the right to replace the software titles of the Offer for ones of equal or greater value or to add bonus software titles. Certain software titles may not be available to all consumers because of age restrictions. The Offer may be changed, canceled, or suspended at any time, for any reason, without notice, at Intel's reasonable discretion if the fairness or integrity of this Offer is affected by cheating, fraud, a virus, bug, catastrophic event, or any other unforeseen or unexpected

event that could not be reasonably anticipated or controlled. This right is reserved whether the above circumstances are due to human or technical error.

The software title(s) included in the Offer is provided by third parties through their respective websites, or through a website managed by the Data Processor. We may provide hyperlinks, instructions, or other methods to aid your access to such third-party software title(s), web sites, and other resources (collectively, “**Third Party Materials**”) on an AS-IS basis. Intel cannot endorse, approve, or guarantee Third Party Materials. Intel is not responsible for the content or accuracy of any Third Party Materials or for any loss or damage of any sort resulting from the use of, or for any failure of, the Third Party Materials, unless the loss or damage is caused by Intel’s gross negligence or willful intent. When you use Third Party Materials, you may be subject to terms of use, privacy policies, and other relevant terms and conditions, which may differ from ours. You should familiarize yourself with the terms of use, privacy policy, and other relevant terms and conditions that will govern your use of such Third Party Materials.

The Offer Site and the software titles comprising the Offer are for your personal and non-commercial use. As such, you may not transfer or sell your Account, Master Key, any software, software license keys, software offer codes, products, or services obtained through the Offer Site. Only the eligible recipient of a valid Master Key or of a Purchase Verification approval email may redeem the Offer. The company from whom you purchased the Qualifying Product(s) may not redeem this Offer on your behalf nor upload the Proof of Purchase to the Offer Site for verification. No incomplete, illegible, nonsensical, forged or automated entries generated by script, macro or any other automated means are permitted.

Intel reserves the right to correct any typographical or printing errors associated with the Offer. The invalidity or unenforceability of any provision, statement, or sentence of these Offer T&Cs will not affect the validity or enforceability of any other provision, statement, or sentence. In the event that any provision, statement, or sentence is determined to be invalid or otherwise unenforceable or illegal, these Offer T&Cs will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision, statement, or sentence were not included.

CAUTION: ANY ATTEMPT TO UPLOAD FRAUDULENT INFORMATION OR DELIBERATELY DAMAGE THE OFFER SITE OR UNDERMINE ITS LEGITIMATE OPERATION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, INTEL RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS’ FEES AND COURT COSTS) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

10. IMPORTANT: DISPUTES. By participating in the Promotion, you agree that any and all disputes which cannot be resolved between the parties, and claims and causes of action

arising out of or in connection with the Promotion will be resolved individually, without resort to any form of United States class actions.

11. LIMITATION OF LIABILITIES. UNLESS RESTRICTED BY APPLICABLE LAW, IN ANY DISPUTE, CLAIM OR CAUSE OF ACTION, EXCEPT (I) IN THE CASE OF DAMAGES CAUSED BY CULPABLE INJURY TO LIFE, BODY, OR DEATH, OR (II) IN CASE OF GROSS NEGLIGENCE OR A WILLFUL MISCONDUCT BY SPONSOR, IN NO EVENT WILL SPONSOR OR DATA PROCESSOR HAVE RESPONSIBILITY FOR OR ANY LIABILITY TO YOU, OR TO ANY OTHER THIRD PARTY, FOR ANY LOST PROFITS, LOST DATA, LOSS OF USE OR COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, ANY ERROR, OMISSION, INTERRUPTION, DEFECT OR DELAY IN OPERATION OR TRANSMISSION AT ANY WEBSITE, DAMAGE TO ANY COMPUTER (SOFTWARE OR HARDWARE) RESULTING FROM YOUR PARTICIPATION IN ANY OFFER OR PROMOTION, OR FOR ANY INDIRECT, PUNITIVE, SPECIAL OR CONSEQUENTIAL DAMAGES (INCLUDING ATTORNEYS' AND OTHER PROFESSIONALS' FEES), ARISING OUT OF YOUR PARTICIPATION IN ANY OFFER OR PROMOTION, OR THESE OFFER T&CS, UNDER ANY CAUSE OF ACTION OR THEORY OF LIABILITY. FOR PROMOTIONS RUN IN THE UNITED STATES, THESE LIMITATIONS APPLY IRRESPECTIVE OF WHETHER SPONSOR OR DATA PROCESSOR HAS ADVANCE NOTICE OF THE POSSIBILITY OF SUCH DAMAGES, AND NOTWITHSTANDING THE FAILURE OF THE ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

12. PRIVACY. Intel respects your privacy. The Intel Privacy Notice located at <https://www.intel.com/content/www/us/en/privacy/intel-privacy-notice.html> describes our privacy practices regarding the collection, use, and disclosure of your personal information through Intel's web sites, products, online services, software, apps, tools, and other services and functionality we provide, including this Promotion and your Account. The Data Processor processes your personal information on Intel's behalf solely for the purpose of administering the Promotion in accordance with these Offer T&Cs.

13. DATA RETENTION. Your data that is required for legal audits will be stored in the database associated with the Offer for the latter of (i) three (3) years from your acceptance of these Offer T&Cs or (ii) one (1) year from your latest log-in to your Account. If you accept the Terms and Conditions for a new Offer during the initial three (3) year window, the three (3) year period will reset and all legal-related data from your initial engagement period will be stored. At the end of the retention period for legal-related data, all such information will be permanently deleted from the database.

For customer service, legal, and auditing purposes, information related to any inquiries from you will be retained in the database associated with this Offer for three (3) years from when you first submit it.

If you update any of your personal data associated with your Account, those updates will not be sent to the third parties to whom you had consented to receive your personal data during your

participation in an Offer. If you wish to update the information initially sent to third parties, you will need to contact those third parties directly.

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