

Growtopia Future Food Lab: A Summer Learning Experience

Duration: 23 July – 6 September 2026 (both days inclusive) (“Promotion Period”)

Timings: 14:00 to 22:00 GST

Entry: Free

Terms & Conditions

1. Waterfront Market customers who register will have the chance to enter the Growtopia kids activation, an immersive summer school holiday experience developed by Waterfront Market and Greeneration, bringing together fresh food discovery, future farming, sustainability and hands-on learning to inspire the next generation of food explorers.

How to Enter Growtopia

- A. Register at Waterfront Market Customer Service (providing your name, mobile number, email address, number of children, age of children, nationality, address). Registration should be completed by scanning the QR code at Waterfront Market Customer Service by the parent or legal guardian of the child, not by the child themselves. By registering, the adult confirms that they are either the parent or legal guardian of the child and are authorised to register the child and provide the child's information.
 - B. Receive the Growtopia “Passport” and proceed to experience the Growtopia kids activation.
 - C. Upon completion of the Growtopia kids activation, the child should return to Waterfront Market Customer Service with their completed Passport to receive their certificate and one (1) free goodie of their choice (either a balloon, small soft toy or colouring page).
 - D. Registration does not guarantee entry to the Growtopia kids activation. Admission is subject to availability, capacity and safety requirements, as determined by Waterfront Market. The Growtopia kids activation has a maximum capacity of 26 children per session. Each Growtopia kids activation session consists of a 60-minute Growtopia experience, with an optional additional 20-minute Kids Foodie Explorers activity for those children who wish to participate. In the event of full capacity, entry will be managed by Waterfront Market security on a first come, first served basis. A queue system will be in place and children will be admitted as space becomes available. Waterfront Market accepts no responsibility for waiting times and does not guarantee admission within any particular timeframe.
2. The Promotion will run every day during the Promotion Period, from 14:00 until 22:00 GST. This Promotion is organized and run by Waterfront Market LLC (“**Waterfront Market**”, “**we**”, “**our**”) and these terms and conditions are entered into with Waterfront Market.

3. **Eligibility:** The Promotion is open to all children of all ages. All participating children must be accompanied and supervised by a parent or legal guardian aged 18 years or above throughout the Growtopia kids activation. Children are the sole responsibility of the accompanying parent or legal guardian. Children must not be left unattended at any time. Waterfront Market reserves the right to refuse entry to any children to the Growtopia kids activation, or remove any children from the Growtopia kids activation, where, in its reasonable opinion, supervision requirements are not being met by the accompanying parent or legal guardian or there is a safety issue.
4. Parents and legal guardians are responsible for assessing whether the Growtopia kids activation activities are suitable for their child, taking into account the child's age, abilities, medical conditions and support requirements. Reasonable accessibility support will be considered, where available, but certain activities may be subject to operational or safety limitations. For children with medical conditions or additional support needs, a parent or legal guardian must remain with the child and provide any necessary support throughout the Growtopia kids activation. Children requiring accessibility support should contact Waterfront Market Customer Service in advance so that reasonable arrangements can be made. Please note that Waterfront Market has limited operational support available during the activation. Parents and legal guardians are therefore requested to remain present and available for the duration of all Growtopia kids activation activities to provide any necessary assistance to their child.
5. We reserve the right to amend or cancel the Promotion without prior notice, at our sole discretion. We will use reasonable efforts to communicate any material changes to the Promotion, where practicable.
6. Customers will not be entitled to, and we will not offer, a cash alternative to the Growtopia kids activation Passports, goodies or certificates or any alternative goodies or certificates.
7. Certificates are provided as participation mementos only and do not represent an accredited educational qualification. Goodies are subject to availability, may vary from those stated in these terms and will be provided on a first-come, first-served basis, while stocks last. A participating child will receive a maximum of one certificate and one goodie during each completed session. Based on stocks, a child may not receive their goodie of choice.
8. Insofar as is permitted by applicable law, Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC, Waterfront Market LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies) will not in any circumstances accept any liability for any loss, damage, personal injury or death occurring as a result of running the Promotion, providing the Growtopia kids activation and/or issuing the passports, certificates and goodies. In the circumstances where such exclusion of liability is held to be void or unenforceable, the total aggregate liability of Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC, Waterfront Market LLC (and all of the preceding companies' subsidiaries, affiliates,

companies under their management and other related companies) shall not exceed AED 100 (one hundred UAE dirhams).

9. Some activities may include food handling, sampling or tasting. Parents and legal guardians are responsible for informing staff of any allergies, intolerances, dietary requirements or relevant medical conditions before participation and carrying any medical supplies required by their child. Ingredients and allergen information should be reviewed before consumption. While reasonable care will be taken, Waterfront Market cannot guarantee that food or activity areas will be completely free from allergens or cross-contamination. Parents and legal guardians are responsible for ensuring that children do not consume nor handle any item where they are unsure of its suitability. In the event of an accident, illness or emergency, the parent or legal guardian of the affected child should contact Waterfront Market staff immediately for assistance. It should be noted that there is no first aid provision within the Growtopia kids activation area. Parents and legal guardians are solely responsible for managing their child's allergies and any medical requirements during the Growtopia kids activation, and are strongly advised to carry any necessary medication, including prescribed allergy treatments, with them at all times. The parent or legal guardian remains responsible for making medical decisions and for any resulting medical costs relating to their child. By participating in the Promotion, the parent or legal guardian hereby agrees to indemnify and hold harmless Ithra Dubai LLC, Deira Waterfront Development LLC, Deira Waterfront Development Holdings LLC, Waterfront Market LLC (and all of the preceding companies' subsidiaries, affiliates, companies under their management and other related companies) for and against any claim, loss, damage or liability (including all related costs) arising from an allergic reaction or adverse response to food or materials suffered by a child as a result of consuming or handling foods or materials as part of the Growtopia kids activation.
10. By ticking the “*I agree*” box on the Promotion registration page, customers acknowledge that they have read, understood, and agree to be bound by these terms and conditions (which include the processing of personal data in accordance with the privacy policy below). Where a customer is registering a child for the Growtopia kids activation, the customer further confirms that they are the parent or legal guardian of that child and are fully authorised to provide consent to the collection and processing of the child's personal data on the child's behalf in accordance with the privacy policy below. Waterfront Market reserves all rights in interpreting and enforcing these terms and conditions, as necessary. These terms and conditions may be amended, at our discretion, at any time. We will use reasonable efforts to communicate any material amendments to these terms and conditions, where practicable.
11. For more information about this promotion, visit one of the Waterfront Market Customer Service desks or call our toll-free number 800 627538.
12. Except as otherwise set out herein, all rights in relation to the Promotion, including the Growtopia kids activation, and the Waterfront Market are held exclusively by the Waterfront Market, Greeneration and/or their licensors, as applicable.

13. The Promotion, and these terms and conditions, are governed by the laws of the Emirate of Dubai and the applicable federal laws of the UAE and the courts of Dubai shall be the exclusive jurisdiction to settle any dispute relating to the Promotion or these terms and conditions.

PRIVACY POLICY

What personal data will we process

We will process the following personal data as part of the Promotion:

- customer name
- customer email address
- customer mobile phone number
- customer country and city of residence
- customer nationality
- customer address
- child name(s)
- child age(s)

By consenting to our use of their personal data, a customer confirms that the personal data they provide to us is complete, up to date and accurate, including any child personal data the customer provides. If it is not, we may not be able to contact the customer in relation to the Promotion.

Our purposes for processing personal data

Personal data will be processed in relation to the Promotion. This will involve the processing of personal data in the following ways:

- registering the customer's contact details as part of the Promotion.
- registering the details of the participating children.
- updating the customer on the Promotion.
- notifying the customer of similar promotions in the future or other Waterfront Market events.
- promoting the Promotion and the Waterfront Market generally on our public social media platforms and through other digital marketing campaigns.

Photography and filming may take place during the Growtopia kids activation, and the consent you provide to our use of personal data in accordance with this privacy policy includes your consent to any photography or filming that takes place, including photography or filming of your children, and

the use of the resulting footage. A child will only be photographed or filmed for marketing use in relation to the Promotion. The footage may be posted to our public social media platforms. General crowd or venue footage may also be captured, in which images of parents, legal guardians and children may be captured.

How we collect personal data

We will collect personal data directly from the customer. Most of the personal data we collect will be provided by the customer as part of the Promotion registration process, including personal data related to participating children. We will not be collecting personal data relating to customers or participating children from any third-party sources.

How long do we retain personal data

We will retain the personal data for the Promotion Period and then for a period of up to **2** years after the Promotion to notify customers of similar future promotions or other Waterfront Market events.

Who will access personal data

Personal data will be shared with our subsidiaries, affiliates, companies under our management and other related companies, including Greeneration. We may share personal data with other third parties in the future (e.g. as part of digital marketing campaigns or when we organize similar promotions so that customers can be contacted about these promotions). We may also provide personal data to third-party media organizations and/or government authorities, if required.

Where do we process personal data

Personal data will be processed in the United Arab Emirates. We will not transfer personal data outside of the United Arab Emirates.

Exercising rights in relation to personal data

Customers have certain rights, depending on the applicable data protection law, in relation to the processing of their personal data. These rights may include: the right to receive information about how we process their personal data (including the purposes for processing, who we share their personal data with and the protections we put in place to ensure their personal data stays secure when sharing their personal data); to correct any inaccuracies in their personal data; to stop or restrict their personal data being processed in certain circumstances; and to have their personal data deleted or transferred.

Consent for marketing purposes

By ticking the “/ consent” box on the Promotion registration page, a customer consent to the processing of their personal data for marketing purposes (as detailed above). Childrens’ personal data will be processed solely for the purposes of administering the child’s participation in the Promotion and will not be used for commercial purposes or for the purpose of providing targeted advertising directed at the child. Consent can be withdrawn at any time and customers may exercise their right to withdraw their consent by contacting us at: info@waterfrontmarket.ae. Please include in the subject line of the withdrawal email: “*Consent Withdrawal*”. If a customer withdraw their consent to our processing of their personal data before the end of the Promotion, we may be unable to contact the customer relating to the Promotion. The withdrawal by a customer of any consent to personal data processing will not affect any processing of their personal data that took place prior to the withdrawal.

How to contact us

We can be contacted regarding any matter relating to our processing of personal data as part of this Promotion at: info@waterfrontmarket.ae. Please include in the subject matter line of the email: “*Personal Data Query*”.