

Xplore Amazing Terms and Conditions

User Terms and Conditions for the Multi-Venue Phygital Gamification Platform

Effective Date: 1 December 2025

These Terms and Conditions (the “Terms”) govern your access to and use of the multi-venue phygital gamification platform made available by Dubai Parks Destination Management LLC and its affiliates, venues, and partners (collectively, “we,” “us,” or “our”). The platform includes our progressive web application, augmented reality (AR) and mini-game experiences, leaderboards, tiered rewards and redemptions, and related features delivered at participating destinations (the “Platform”). By accessing or using the Platform, you agree to be bound by these Terms. If you do not agree with these Terms, do not use the Platform.

1. Eligibility and Accounts

1.1 You must be of legal age of capacity under the laws of the United Arab Emirates to enter into and be bound by these Terms. Minors may use the Platform only with the consent and supervision of a parent or legal guardian. Where required by law, certain features will be subject to verifiable parental consent presented at the point of collection. Please see our Privacy Notice for details on how we handle children’s data. We may require identity, age, and residency verification before enabling features, awarding prizes, or processing redemptions.

1.2 To use the Platform, you must register an account with a valid email or phone number and complete email verification. You agree to provide accurate, current, and complete information; keep your credentials confidential; and promptly update your profile. You are responsible for all activity under your account. You may hold only one account.

1.3 We may refuse, suspend, or terminate any account that we reasonably suspect is fraudulent, duplicated, or in violation of these Terms.

2. Agreement to Terms

By using the Platform, you:

- confirm that you have read and accepted the Terms;
- agree to be fully and unconditionally bound by these Terms and any amendments to them;
- represent and warrant that you meet the eligibility requirements in section 1.1.

3. Platform Experience

3.1 The Platform provides narrative-driven, location-aware digital experiences at participating destinations, including Global Village, Riverland Dubai, The Green Planet, and Real Madrid World, among others. Interactions may be triggered by scanning onsite QR/NFC codes, completing AR mini-games, missions, or park-wide challenges, submitting feedback, and participating in other touchpoints we designate from time to time.

3.2 We aim to provide accessible and inclusive experiences, including bilingual interfaces (EN/AR), clear AR safety cues and on-screen guidance, and device-agnostic access where feasible. While we strive to meet recognised accessibility standards, availability and experience quality may vary by venue, device, and network conditions.

3.3 Experiences are season-based and may reset or change regularly. Content and features differ by venue, period, and availability. Access requires a compatible mobile device and internet connection; zero-download access is supported via a progressive web app (PWA). We may provide reduced-bandwidth fallbacks where feasible.

4. Points, Badges, Tiers, and Leaderboards

4.1 When you complete eligible activities, you may earn experience points (XP), badges, and progression toward reward tiers. XP is granted per activity and may vary by difficulty, repetition, completion time, seasonality, and other factors. Unless explicitly stated otherwise, XP:

- Has no cash or monetary value and is not transferrable, assignable, exchangeable, or saleable.
- May be earned, displayed, reset, expired, or adjusted at our discretion, including for seasonal updates or anti-cheat enforcement.
- Does not establish any property rights or vested interests.

4.2 The validity of XP and badges shall be as follows:

- for Global Village, XP and badges shall remain valid until the end of the respective season, and may be carried over to the following season;
- for Riverland Dubai, The Green Planet, and Real Madrid World, XP and badges shall remain valid for one (1) year from the date of accrual.

4.3 Rewards shall remain valid for the period stated on the applicable Reward notification or voucher.

4.4 Accounts that remain inactive for one hundred eighty (80) consecutive days may be subject to deletion, including automatic expiration of all accumulated XP, badges, rewards, and progress.

4.5 We may reset or adjust XP balances at any time based on game availability, content rotations, seasonal updates, or system maintenance. Such resets do not entitle users to compensation or reinstatement of prior XP or rewards.

4.6 Any digital items, stickers, badges, or collectibles obtained via the Platform are for entertainment only, have no cash, monetary, or investment value, and do not constitute financial instruments, securities, or stored value.

4.7 We may operate leaderboards that reflect relative performance over designated periods. Leaderboards, badges, and tiers are for entertainment and engagement purposes only and may be modified, suspended, or discontinued at any time. We reserve the right to audit and adjust XP balances to correct errors or suspected abuse.

5. Rewards, Redemptions, and Prizes

5.1 Subject to availability and venue-specific conditions, certain XP thresholds or achievements may unlock rewards such as digital stickers, F&B or retail discounts, vouchers, park experiences access, tickets, behind-the-scenes & VIP experiences, and other benefits, as well as entries into prize draws (“Rewards”). Reward categories may include tiered benefits (e.g., bronze, silver, elite). All rewards and prizes are:

- Subject to separate rules, quotas, blackout dates, venue terms, and staff validation at the point of redemption. You must present the applicable QR code or promo code and credential in person.
- Non-transferable and not redeemable for cash or alternatives unless we specify otherwise.
- Subject to time limits, seasonality, stock, and operational constraints; we may substitute rewards of equal or greater value at our discretion.

5.2 Prize draws and grand prizes (e.g., cash/car awards, travel experiences, VIP access) may be governed by official rules and local legal requirements, including eligibility criteria, residency and age restrictions, identity verification, tax reporting, and publicity releases. Where required, winners are responsible for all taxes, fees, and documentation. We may disqualify any participant who violates these Terms or applicable draw rules.

5.3 You shall be solely responsible for redeeming and/or collecting any Rewards. To claim a Reward, you must comply with all identification requirements and follow the instructions communicated to you on the relevant Reward voucher. Rewards are strictly non-exchangeable and non-transferable. Accordingly, there shall be no:

- substitution of a Reward with another Reward or item;
- transfer or assignment of a Reward to another person;
- redemption of a Reward for cash or other consideration;
- refund or reimbursement in respect of a Reward; or
- combination of a Reward with any other offer or promotion.

5.4 We reserve the right, at our sole discretion and at any time, to substitute the Reward (or any part thereof) with an alternative prize of comparable or greater value.

5.5 We shall not publish or disclose your name, photographs, or videos for publicity purposes without your prior written consent. In the case of minors, such consent must be obtained from a parent or legal guardian whose authority has been duly verified. Notwithstanding the foregoing, disclosure may be made where expressly permitted by applicable law or by the official rules governing the relevant promotion.

6. Promotions, Referrals, and Codes

From time to time, we may issue referral codes, campaign codes, or promotional offers. Codes must be used as instructed and only by their intended recipients. We may limit redemptions per account, device, household, or venue, and may delay or claw back any associated XP or rewards if we detect abuse, duplication, or ineligible usage. Referral XP may be granted only upon successful activation by a referred user who meets the stated criteria.

7. Acceptable Use and Anti-Cheat

7.1 You agree to use the Platform lawfully, safely, and only as intended. You must not:

- Interfere with QR/NFC infrastructure, spoof geolocation, manipulate device identifiers, use bots or automated scripts, replay requests, or otherwise attempt to gain unfair advantage.
- Probe, scan, or test the vulnerability of the Platform; circumvent or disable security or rate-limiting controls; or access accounts or data without authorisation.
- Upload or transmit content that is unlawful, infringing, harmful, harassing, misleading, or otherwise objectionable, or that violates any third-party rights.
- Engage in behaviour that endangers yourself or others, disrupts venue operations, or violates venue rules, ticketing terms, or staff instructions.

7.2 We implement technical and operational anti-cheat measures such as geo-controls, and anomaly detection. We may suspend or terminate accounts, void XP, remove leaderboard placements, and revoke rewards if we reasonably suspect cheating, abuse, or violations of these Terms.

8. Safety, Venue Rules, and On-Site Conduct

8.1 AR experiences may involve physical movement and require awareness of your surroundings. By participating in any AR experience, you acknowledge that you are in good health and unconditionally assume all risks associated with your participation, including, without limitation, risks related to outdoor environments, crowds, and obstacles. In the case of minors, the accompanying parent or legal guardian unconditionally assumes all risks on behalf of the minor and accepts full responsibility for any damage, loss, disability, or injury arising from the minor’s participation in the AR experiences, including the use of any facilities involved in the activity.

8.2 Always comply with venue staff guidance, posted rules, and applicable laws. Do not use the Platform while driving, operating machinery, or in hazardous conditions.

8.3 Admission to and conduct within venues are governed by each venue’s terms and conditions. We are not responsible for venue closures, capacity limits, weather impacts, or third-party operations that may affect access to touchpoints or Rewards.

9. User Generated Content and Publicity

9.1 The Platform may allow you to capture or upload photos, videos, or other user-generated content (“UGC”), including AR snapshots and gallery items. By submitting UGC, you represent and warrant that:

- you own or control all rights necessary to grant the licences herein;
- the UGC does not infringe any third-party rights or violate applicable law; and
- where the UGC includes personal data or images of others, including minors, you have obtained all required permissions under applicable law.

You grant us a worldwide, non-exclusive, royalty-free, transferable, and sublicensable licence to host, store, reproduce, adapt, display, and use your UGC solely to operate, provide, and improve the Platform and related in-venue experiences.

We will not use UGC that identifies you or others for publicity or marketing without a lawful basis, such as your explicit consent, or, for minors, verified parent/guardian consent, or as otherwise permitted by law and official promotion rules.

You may delete UGC via the Platform where this functionality exists; residual or backup copies may remain for a limited period consistent with our retention practices. We may remove UGC that breaches these Terms or applicable law.

Processing of personal data in UGC is governed by our Privacy Notice.

9.2 If you provide ideas, suggestions, proposals, or feedback about the Platform or our venues, you grant us a perpetual, worldwide, non-exclusive, irrevocable, royalty-free licence to use, copy, modify, create derivative works from, and exploit such feedback without obligation, attribution, or compensation to you.

9.3 We may moderate, remove, or refuse UGC that we reasonably deem to violate these Terms or our policies.

10. Privacy and Data

We will process your personal data in accordance with our [Privacy Notice](#) and Cookie Policy ([Real Madrid World & Riverland](#), [Global Village](#), [The Green Planet](#)). Where required, we will provide just-in-time privacy information at the point of data collection, including (for example) when you register an account, participate in AR experiences, enter prize draws, or subscribe to marketing communications.

11. Communications

We may send you service and transactional communications relating to your account and your use of the Platform, including, for example, security alerts and reward notifications. We will only send marketing communications in accordance with applicable law and your stated preferences. Where consent is required, we will request it separately, and you may withdraw such consent at any time. Communications may be issued in English and/or Arabic.

12. Intellectual Property

12.1 The Platform, including its software, AR assets, 2D/3D models, text, graphics, audio, video, game logic, and other content, is owned by us or our licensors and is protected by intellectual property laws. Subject to your compliance with these Terms, we grant you a limited, revocable, non-exclusive, non-transferable, personal licence to access and use the Platform for its intended, non-commercial purposes. Except as expressly permitted, you may not copy, modify, create derivative works from, distribute, sell, lease, reverse engineer, or otherwise exploit the Platform or any part thereof.

12.2 All trade marks, service marks, and logos displayed are the property of their respective owners. No rights are granted except as expressly set forth in these Terms.

13. Availability, Changes, and Maintenance

13.1 The Platform may be unavailable, suspended, or modified at any time, including for maintenance, upgrades, load or penetration testing, or due to third-party outages. Features, venues, rewards, and XP rules may be updated or discontinued at our discretion. We will endeavour to avoid material adverse changes during live seasons but reserve the right to implement any changes necessary for safety, security, or legal compliance, without incurring any liability.

13.2 We may update these Terms from time to time. Material updates will be communicated by reasonable means. Continued use of the Platform after changes take effect constitutes acceptance of the updated Terms.

14. Suspension and Termination

14.1 We may suspend or terminate your access, in whole or in part, immediately and without liability if we reasonably believe you have violated these Terms, engaged in fraud or cheating, created risk or possible legal exposure, or where required by law or a venue. Upon termination, licences granted to you end, and you must cease using the Platform. We may retain data as required or permitted by law and our Privacy Notice.

14.2 You may close your account at any time via available mechanisms. Account closure may result in the loss of XP, badges, leaderboard placements, rewards, and any in-progress redemptions.

15. Disclaimers

15.1 To the maximum extent permitted by law, the Platform, its content, and all rewards and features are provided “as is” and “as available,” without warranties of any kind, whether express, implied, statutory, or otherwise. We disclaim all implied warranties, including merchantability, fitness for a particular purpose, and non-infringement. We do not warrant that the Platform will be uninterrupted, secure, or error-free, or that any defects will be corrected.

15.2 Some features or content may be generated or assisted by artificial intelligence or automated systems (e.g., AR effects, Avatar recommendations, or dynamic game content). Such outputs may be probabilistic, may not always be accurate or appropriate, and are provided for entertainment and informational purposes only. To the extent permitted by law, we are not liable for errors, omissions, or outcomes arising from reliance on such AI or automated outputs.

15.3 We do not control third-party venues, networks, devices, or services and are not responsible for their acts or omissions. Certain features depend on device capabilities, connectivity, environmental conditions, and third-party platforms; performance may vary.

16. Limitation of Liability

16.1 To the maximum extent permitted by law, we will not be liable for any indirect, incidental, special, consequential, exemplary, or punitive damages, or for loss of profits, data, goodwill, or other intangible losses, arising out of or related to your use of or inability to use the Platform, participation in AR activities, or reliance on any content or rewards, even if we have been advised of the possibility of such damages.

16.2 Our aggregate liability for all claims arising out of or relating to the Platform or these Terms will not exceed the greater of: (a) the amount you paid to us (if any) for Platform access during the twelve months prior to the event giving rise to the claim; or (b) AED 1,000. These limitations do not limit liability that cannot be excluded under applicable law.

17. Indemnity

You agree to defend, indemnify, and hold harmless us, our affiliates, venues, and partners, and our and their respective officers, directors, employees, and agents from and against any claims, liabilities, damages, losses, and expenses (including reasonable attorneys’ fees) arising out of or related to your use of the Platform, your UGC, your violation of these Terms, or your violation of any law or third-party rights.

18. Governing Law and Dispute Resolution

18.1 These Terms and any non-contractual obligations arising out of or in connection with them are governed by the laws of the United Arab Emirates as applied in the Emirate of Dubai, without regard to conflict-of-laws principles.

18.2 Subject to our mandatory consumer protections, you agree to the exclusive jurisdiction of the competent courts of the Emirate of Dubai, or, if we specify in supplemental rules for prize draws or specific promotions, binding arbitration or an alternative forum. Nothing limits our right to seek injunctive or equitable relief for actual or threatened infringement, misappropriation, or breach of confidentiality.

19. Force Majeure

We will not be liable for any delay or failure to perform due to events beyond our reasonable control, including acts of God, weather, epidemics, war, terrorism, civil disturbances, labour disputes, utility failures, or network or hosting outages, venue closures, or government actions.

20. Third-Party Services and Links

The Platform may integrate or link to third-party tools and services (e.g., AR engines, analytics, ticketing, or social platforms). Your use of third-party services is subject to their terms and privacy policies, which we do not control. We are not responsible for third-party content, functionality, or security.

21. Notices, Contact, and Support

We may provide notices via the Platform, email, SMS, or other reasonable means. You are responsible for keeping your contact details current.

For questions or support, contact:

Email: Amazing@dherentertainment.ae

Phone: 800 AMAZING (2629 464) within the UAE, or +971 4 820 0000 from outside the UAE

Business Hours: 09:00 – 18:00

22. Miscellaneous

22.1 Severability: If any provision is held invalid or unenforceable, the remaining provisions remain in full force and effect.

22.2 No Waiver: Our failure to enforce any provision is not a waiver of our right to do so later.

22.3 Assignment: You may not assign or transfer your rights or obligations without our prior written consent. We may assign these Terms in connection with a reorganisation, merger, or asset transfer.

22.4 Entire Agreement: These Terms and any incorporated policies constitute the entire agreement between you and us regarding the Platform and supersede any prior understandings.

22.5 Language: These Terms may be provided in English and Arabic. In the event of a conflict, the English version shall prevail.

23. Venue-Specific and Season-Specific Rules

23.1 We may publish venue-specific, season-specific, or promotion-specific rules that supplement these Terms, including XP schedules, mission mechanics, reset periods, and prize draw terms. In case of conflict, the specific rules apply to their subject matter and period; otherwise, these Terms control.

23.2 By using the Platform, you acknowledge that you have read and understood these Terms and agree to be bound by them.