

BUY NOW PROMOTION TERMS AND CONDITIONS

From time to time we may offer discounts to new customers who choose to buy Sage One services or users in a free trial period. If we run such a promotion, it will be subject to these terms and conditions:

1. The buy-now offer (the "**Promotion**") is brought to you by Sage (UK) Limited, North Park, Newcastle upon Tyne, NE13 9AA if you subscribe to Sage One in the United Kingdom; or Sage Hibernia Limited trading as Sage Ireland (company registration number 300549, registered office: Unit 3096, Lake Drive, Citywest Business Park, Dublin 24) if you subscribe to Sage One in the Republic of Ireland ("**Sage**", "**we**", "**us**").
2. By participating in the Promotion you indicate your acceptance of these terms and conditions (the "**Buy Now Promotion Terms**").
3. If you are a new customer to Sage One or you are using Sage One Accounts, Sage One Accounts Extra or Sage One Payroll (the "**Sage One service**") under a free trial, you will be entitled to receive the Sage One service at such discount off our recommended retail price as we may from time to time determine (plus VAT or equivalent sales tax) (the "**Buy Now Price**") if you sign up as a paying customer by entering your direct debit details and the promotion code into Sage One during the period to which this Promotion applies as specified on our website or in our marketing literature from time to time (the "**Buy Now Promotional Period**").
4. If you take advantage of the Buy Now Price during the Buy Now Promotional Period, the Buy Now Price shall apply for 6 calendar months, or such other period of time we specify on our website or in our marketing literature, starting with the month in which we accept your valid direct debit details (the "**Discount Period**"), unless your subscription is cancelled in accordance with the Sage One Standard Terms and Conditions of Use. After the expiry of the Discount Period, the monthly price for your Sage One service will revert automatically without notice to our Current Price List, unless we advise you otherwise.
5. Once you have purchased your first Sage One service at the Buy Now Price, any additional subscriptions by you of a Sage One service will be at our then-current price list for that Sage One service (plus VAT or equivalent sales tax) as specified on our website from time to time (the "**Current List Price**"). To provide an example, if you take advantage of the Buy Now Price for Sage One Accounts and later wish to subscribe to Sage One Payroll during the Buy Now Promotional Period, you would be required to pay our Current List Price for your subscription to receive Payroll.
6. The Buy Now Price is only available if you continue to pay your subscription continuously for the Discount Period, any break in payment resulting in a deactivation and subsequent reactivation of your account will result in your monthly subscription being reactivated at our higher Current List Price. If you take a Sage One service at the Buy Now Price during the Buy Now Promotional Period you cannot downgrade your service other than by terminating your Sage One service in accordance with the Sage One Standard Terms and Conditions of Use.
7. Unless we specify otherwise, you may not take advantage of the Buy Now Price if you sign up to Sage One via your accountant or combine the Buy Now Price with any other promotion or offer except as follows. This restriction does not apply to any promotions currently available with the Sage One Club which may be combined with the Buy Now Price.
8. If you enter the Promotion you agree that we may use your personal details to administer and run this Promotion and to send you other marketing material relating to any of our products or services. We will retain the personal details you submit on our database for a reasonable period of time and we may need to share your details with our agents or contractors who help us to run our marketing and promotional activities. **If you do not consent to such use of your personal details please do not enter this Promotion.** If you would like to know more about how we use personal details, please review our privacy policy.
9. These Buy Now Promotion Terms apply in addition to the Sage One standard terms and conditions of use which are available at <http://uk.sageone.com/terms-conditions/> (the "**Sage One Terms of Use**"). If these Buy Now Promotion Terms conflict or contradict the Sage One Terms of Use, these Buy Now Promotion Terms will apply.
10. We shall not be liable to you if you suffer any loss or damage by entering this Promotion (including without limitation any loss of profits, loss of revenue, loss of goodwill that arises out of or in connection with your participation in the Promotion) or from our refusal to allow you take part in the Promotion or our withdrawal of the Promotion or any other failure or inability by you to participate in or benefit from the Promotion for any reason. Nothing in these terms and conditions excludes or limits our liability in respect of personal injury or death caused by our negligence, or for fraud.
11. We reserve the right to change these terms and conditions and/or withdraw this Promotion at any time without notice.
12. If you subscribe to Sage One in the United Kingdom, Buy Now Promotion Terms (and all non-contractual claims and disputes) are governed by the laws of England and you and we both agree that the courts of England will be the only courts that can decide on legal disputes or claims which arise out of or in connection with this Promotion. If you subscribe to Sage One in the Republic of Ireland these Buy Now Promotion Terms (and all non-contractual claims and disputes) are governed by the laws of Ireland and you and we both agree that the courts of Ireland will be the only courts that can decide on legal disputes or claims which arise out of or in connection with this Promotion.