

## Loyalty Card Rules

1. These Rules (including our Privacy Policy) govern the collection and use of points and set out the terms of the contract between Allendale Co-operative Society Ltd. ("us/we") and each Primary Cardholder. A Primary Cardholder can register with the Allendale Co-operative Loyalty Points Scheme by applying for an Allendale Co-operative Society Ltd Loyalty Card ("Loyalty Card") and can then earn points on various purchases
2. We will set up a Loyalty Account to record points earned or redeemed by each Primary Cardholder. A Primary Cardholder can allow other people ("Additional Cardholders") to have rights (subject to all of the provisions of these terms) to collect and use points on his/her Loyalty Account but the Primary Cardholder will be responsible for the actions of such Additional Cardholders. Additional Cardholders must register their details with us, and we may not allow them to use points unless they do so. When applying for a Loyalty Card a Primary Cardholder will receive his/her card and one additional card. We may charge a Primary Cardholder a small fee in cash to replace cards.
3. All Primary Cardholders and Additional Cardholders must have a resident UK, Channel Island, or Isle of Man address. Changes of address must be notified to us. Primary Cardholders must be over 18. Additional Cardholders must also be over 18.
4. If a Primary Cardholder wants to change the Additional Cardholders on his/her Loyalty Account this must be notified to us. An Additional Cardholder cannot make such changes to a Loyalty Account.
5. One point is earned for every pound spent.
6. Loyalty points are not available on the following goods and services: gift vouchers, baby milk products, lottery tickets, tobacco, and vaping products.
7. Points have no expiry date but are lost if the relevant Loyalty Account is closed.
8. Points are personal to a Loyalty Account and cannot normally be transferred. Points can only be transferred from a Loyalty Account to another Loyalty Account on death or divorce if adequate evidence of the legal division of points is given to us.
9. Anyone issued with a Loyalty Card for a Loyalty Account can redeem points from that account.
10. Our Privacy Policy (which is part of these Rules) sets out the information that we will gather on Primary Cardholders and Additional Cardholders. It is included on every registration form; on certain other materials we publish and is available from us. We will comply with our Privacy Statement – every Primary Cardholder and Additional Cardholder should read it carefully.
11. Loyalty Cards are our property and must be returned to us on request or destroyed when no longer valid for use. The Primary Cardholder is responsible for the security of all Loyalty Cards issued on his/her Loyalty Account. If a Loyalty Card is lost, they should contact the Society Secretary. We cannot be held responsible for any unauthorised use of points.
12. We may close a Loyalty Account on which no points have been earned or redeemed for a continuous period of at least 12 months. We may also, on notifying the Primary Cardholder, immediately suspend or terminate the rights of any Primary Cardholder or any Additional Cardholder, and/or close any relevant Loyalty Account, if they breach these Rules A Cardholder can

close his/her Loyalty Account at any time by notifying us. If a Loyalty Account is closed everyone's rights to redeem points from that Loyalty Account are lost.

13. We may make changes to these Rules and will give the Primary Cardholder as much notice as we reasonably can. Earning or redeeming points on a Loyalty Account will constitute acceptance of the revised Rules. We may suspend or terminate our Loyalty Scheme but will give as much notice as we reasonably can before we do so. If this happens all Loyalty Accounts will be suspended or terminated.

14. Additional Cardholders are third parties for the purposes of the Contracts (Rights of Third Parties) Act. Our only responsibilities with respect to Loyalty Accounts are set out in these Rules which are subject to English law. We will only be liable to a Primary Cardholder who suffers loss as a result of our breach of these Rules and, if so, our sole liability will be to credit to the relevant Loyalty Account any points which have been wrongly deducted or should have been credited but were not. These Rules shall not exclude or limit our liability for death or personal injury caused by our negligence. These Rules prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials.