

0.5. The Loyalty Trial Period

- (a) We are trialling this loyalty scheme and it can be withdrawn at anytime
- (b) If the scheme is cancelled you will be given 14 days to redeem any points.
- (c) Cancellation of the scheme will be communicated via email.
- (d) After the 14 days your points will be cancelled.

1. Becoming a Loyalty Card Member

- (a) The Scheme is only open to UK residents aged 18 and over, following completion and acceptance of an application form.
- (b) To become a member of the scheme, you'll need to purchase a loyalty card at either The Lion or The George and register it online.
- (c) We reserve the right to refuse any application, or cancel an individual membership at any time at our absolute discretion.
- (d) Employees of W.H.Brakspear & Sons are not allowed to be Loyalty Card Members.
- (e) If at any time your contact details change, it is your responsibility to advise of the changes to loyalty@Brakspear.co.uk
- (f) Our loyalty card requires a £5 set up fee. However, on completion and approval of your application this fee will be converted to the value of 5 points which will be credited onto your card.
- (g) Your card can be used all week to accrue points and between Monday – Thursday to redeem your points.

2. The Loyalty Card

- (a) Your Card can be used at The George, Shipston-on-Stour or The Lion Wendlebury during the trial period
- (b) Your Card is not a credit, debit or cheque guarantee card.
- (c) Cards are not transferable. This includes using the points to purchase as a gift card.
- (d) Points are redeemable only when your Card is presented.

3. Earning Loyalty Card Points

- (a) You must present your Card at the time of purchase to qualify for any points.
- (b) For every £10 spent, whether at once or in stages - you will accrue 1 point.
- (c) 1 point is the equivalent of £1 for redemption.
- (d) Points have no cash value and cannot be redeemed for cash.
- (e) Points can be earned every time a Loyalty Card is produced at point of purchase.
- (f) Points will not be given on any cash back amounts.
- (g) Some elements of spend may be excluded from the System at our discretion, i.e. 'service charges'.

4. Redeeming Your Points

- (a) Points can only be redeemed Monday – Thursday.
- (b) The redemption of points is subject to these Terms & Conditions.
- (c) Points cannot be used in conjunction with any other offers or promotion unless otherwise stated.
- (d) There is a 6-month expiry of your points.
- (e) We cannot be held responsible for any lost or stolen cards.
- (f) We may refuse to redeem points and/or authorise the issue of points if, in their reasonable opinion, it is considered that the Loyalty Scheme is being misused or if you are in breach of any of

the terms of this Agreement.

5. Issuer's Rights

- (a) The Card is issued by and remains the property of Brakspear.
- (b) Loyalty reserves the right to withdraw the card at any time or refuse to replace the card. Any points balance on withdrawn cards will be lost.
- (c) You must surrender the card to Brakspear upon request.
- (d) If you do not use your card in any 6-month period, Brakspear reserves the right to cancel the card, with any points balance lost.
- (e) If the scheme is launched past the trial date, we reserve the right to cancel the scheme with 30 days' notice.

6. Cancelling a Card or Reporting it Lost or Stolen

- (a) If your Card is lost or stolen, please contact loyalty@brakspear.co.uk and we will issue you a new card and transfer your points across. There will be a charge of £5.00 in loyalty credit for a replacement card.

7. Data Protection Personal data supplied by an applicant or a Cardholder will be held and processed by Brakspear to operate your account; to confirm, update and enhance our customer records; for statistical analysis; and to establish any Cardholder's identity.

- (a) We may use information about any applicant or Cardholder to send the applicant or Cardholder information about any promotions, events and news.
- (B) For information on how we use the data we collect, please view our Privacy Policy.

8. General

- (a) These Terms & Conditions shall be governed by English Law and you submit to the exclusive jurisdiction of the English courts to settle any dispute arising out of or in connection with them, the Card or the System.
- (b) Loyalty is operated and managed by Brakspear, registered as W.H. Brakspear & Sons. Registered in England with Company Number 46656, with registered address at The Bull Courtyard, Bell Street, Henley on Thames, RG9 2BA.
- (c) We reserve the right to vary these Terms & Conditions at any time without written notice to applicants, Members or Cardholders. This website will always contain the most recent and up to date version of these Terms & Conditions.
- (d) All correspondence regarding the loyalty scheme should be emailed to loyalty@brakspear.co.uk