

## ORFORD GENERAL STORE - LOYALTY CARD TERMS & CONDITIONS

1. Membership of the scheme is at the discretion of the Store Director/Manager and can be revoked at any time.
2. Only one card per household.
3. When earning/redeeming points only one card can be used in a single transactions.
4. Members must present their loyalty card at the till in order to collect points for a transaction in store. Members who forget to do this may have their points added manually up to 14 days after the transaction upon production of a valid receipt, providing the receipt belongs to the claiming member and is based on their personal spend. Points may only be claimed for up to two receipts per day.
5. To be awarded points, members must spend above a certain amount on qualifying products in a single transaction. The amount of points awarded may change and will vary depending on the products bought, the amount spent and where the transaction takes place. At the current time, 1 point per £1 spent is awarded on qualifying goods. Additional points may be available on special promotions at various times. Details of these promotions will be advertised in-store.
6. Orford General Store may set a limit on the number of times points may be awarded for promotional items on which additional points are available. Individual promotions may have different limits as communicated in their purchase conditions. Any participation in promotional offers above and beyond what could objectively be considered consumer behaviour or personal use may be considered as abuse of the scheme.
7. Orford General Store is entitled to remove points at any time if products are returned for any reason and a full or partial refund of the purchase price is given. This also applies to the exchange of products, unless the exchange is for products with an equivalent points value.
8. Points awarded at the time of the transaction or vouchers already issued may be removed or cancelled if Orford General Store determines that the points were collected in breach of these terms and conditions or were awarded in error. For the avoidance of doubt, any advice or actions of our staff that is contrary to these terms and conditions will not have the effect of changing these terms and conditions.
9. Points have no value until redeemed as purchases in-store. The current conversion value of points is one point equals one penny.
10. Products may also be excluded from the scheme at the discretion of Orford General Store.
11. Orford General Store is under no obligation to award loyalty card points for any reason outside of qualifying transactions.

# **ORFORD GENERAL STORE – PRIVACY STATEMENT**

## **What this Policy covers**

The data controller is Orford General Stores Ltd (referred to in this policy as “we” or “us”).

We are committed to doing the right thing when it comes to how we collect, use and protect your personal data. That’s why we’ve developed this privacy and cookies policy (“Policy”), which:

- sets out the types of personal data that we collect
- explains how and why we collect and use your personal data
- explains that we will never share your personal data with other organisations; and
- explains the rights and choices you have when it comes to your personal data

We offer a wide range of products and services, so we want you to be clear about what this Policy covers. This Policy applies to you if you use our services (referred to in this Policy as “our Services”). Using our Services means:

- shopping with us over the phone, or online or otherwise using the website (“our Website”) where this Policy is posted; or
- being a member of the loyalty card scheme

This Policy also applies if you contact us or we contact you about our Services.

Our Website may contain links to other websites operated by other organisations that have their own privacy policies. Please make sure you read the terms and conditions and privacy policy carefully before providing any personal data on a website as we do not accept any responsibility or liability for websites of other organisations.

## **How and why we use personal data**

**This section explains in detail how and why we use personal data.**

### **Make our Services available to you**

We need to process your personal data so that we can manage your customer accounts, provide you with the goods and services you want to buy and help you with any orders and refunds you may ask for.

### **Manage and improve our day-to-day operations**

We use cookies and similar technologies on our Website to improve your customer experience. Some cookies are necessary so you should not disable these if you want to be able to use all the features of our Website. You can disable other cookies but this may affect your customer experience.

We rely on the use of personal data to carry out market research and internal research and development, and to improve our information technology systems (including security) and our product range, services and stores. This allows us to serve you better as a customer.

It is important for us to monitor how our Services are used to detect and prevent fraud, other crimes and the misuse of services. This helps us to make sure that you can safely use our Services.

### **Contact and interact with you**

We want to serve you better as a customer so we use personal data to provide clarification or assistance in response to your communications

We need to process your personal data so that we can manage the promotions and competitions we offer.

We may carry out market research to improve our Services. However, if we contact you about this, you do not have to take part in the activities. If you tell us that you do not want us to contact you for market research, we will respect this choice. This will not affect your ability to use our Services or your loyalty card.

To help us to better understand you as a customer and to be able to provide you with services and marketing communications that are relevant to your interests we also combine personal data we collect when you make purchases in-store using your loyalty card with personal data collected from our Website and other sources.

### **How we protect personal data**

**We know how important it is to protect and manage your personal data. This section sets out some of the measures we have in place.**

We use computer safeguards such as firewalls and data encryption, and we enforce physical access controls to our buildings and files to keep this data safe. We only authorise access to employees who need it to carry out their job responsibilities. We may occasionally ask for proof of identity before we share your personal data with you. We will reveal only the last four digits of your credit card number when confirming an order.

However, whilst we take appropriate technical and organisational measures to safeguard your personal data, please note that we cannot guarantee the security of any personal data that you transfer over the internet to us.

### **Marketing and market research**

We will send you relevant offers and news about our products and services in a number of ways including by email, but only if you have previously agreed to receive these marketing communications. When you register with us we will ask if you would like to receive marketing communications, and you can change your marketing choices online, over the phone or in writing at any time.

We also like to hear your views to help us to improve our Services, so we may contact you for market research purposes. You always have the choice about whether to take part in our market research.

## **Your rights**

**Under the Data Protection Act 1998, you have the right to see the personal data we hold about you. This is called a Subject Access Request.**

If you would like a copy of the personal data we hold about you, please write to:

Ms Sue Snowdon c/o Orford General Store.

You can also email us at [orfordgeneralstore@outlook.com](mailto:orfordgeneralstore@outlook.com)

The law allows us to charge an administration fee of £10. If you write to us by post, please enclose a cheque or postal order for £10 made payable to "Orford General Stores Limited".

We want to make sure that the personal data we hold about you is accurate and up to date. If any of the details are incorrect, please let us know and we will amend them.

**If you have any questions about how we collect, store and use personal data please contact us:**

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Front Street  
Orford  
Woodbridge  
IP12 2LN

Tel: 01394 450204

Email: [orfordgeneralstore@outlook.com](mailto:orfordgeneralstore@outlook.com)