



## **Terms and Conditions for Fine Tastes of Modena's Customer Loyalty Program**

### **PROGRAM SPONSOR**

***Fine Tastes of Modena***

Strada Morane 188

41125 Modena, Italy

REA No: MO-373391

VAT No: 03260250364

### **PARTICIPANTS**

This program is opened to all of Fine Tastes of Modena's current and future customers who are registered on [www.finetastesofmodena.com](http://www.finetastesofmodena.com) (excluding businesses and customers wishing to order using their VAT number). To participate all you need to do is register on the site and make an order.

### **DURATION**

This Promotion is valid from April 2, 2013 to December 31, 2016

### **PROGRAM OVERVIEW**

Fine Tastes of Modena wishes to reward and thank loyal customers for their business by giving them the possibility to enjoy a range of discounts to be applied when reaching one of the various levels based on the points accumulated.

### **HOW THE PROGRAM WORKS**

Points are accumulated after every purchase made by the customer, calculating "one" point for every 10 EURO spent on the site (excluding VAT and shipping costs). The points will be credited after receipt of payment and shipping of the order. After reaching a minimum of 25 points, the customer will have the possibility to redeem points accumulated in a "Euro-amount discount" on the basis of the various levels described below.

Depending on the level reached, the points accumulated will have a different value in Euro.

The levels are:

- $\leq 24$  : 1pt = 0 € (only accumulated and not redeemable)
- 25 – 39 : 1pt = 0,2 €
- 40 – 59 : 1pt = 0,3 €
- 60 + : 1pt = 0,4 €

Example: A customer has earned 45 points and wishes to redeem them for a discount.  
 $45 \times 0.3 = 13.5$ . The discount earned is Euro 13,50

## **ACTIVATING THE DISCOUNT**

The discount may be applied on one purchase/order and therefore the points accumulated will only be used once. The discount used with the acquired points can only be redeemed by the registered customer who has collected those points and can not be transferred to third parties.

While it is possible to acquire points for products already in promotion or discounted, points may not be redeemed on orders which contain products that are discounted or in promotion.

A customer with at least 25 points at the moment of checkout may redeem his or her discount, if desired, when "Finalizing the Order" which must be used in full for that particular order.

Points will be deducted in the customer's account, subjected to approval, by the staff of Fine Tastes of Modena when closing the order.

The customer may not use matured points divided in multiple orders. Any attempt at such will result with the requested discount being applied to the first order received.

The discount will only be applied to the net amount from the products ordered (i.e. excluding VAT and shipping costs).

## **OTHER TERMS AND CONDITIONS**

- In the event that the customer requests a refund, the points corresponding to the amount refunded will be deducted from the total points earned.
- In the event that it becomes necessary to replace a damaged product with a new product, the value of the new product will not be converted into new points.
- Fine Tastes of Modena reserves the right to modify or discontinue at any time Fine Tastes of Modena's Customer Loyalty Program without prejudicing the rights acquired by the participants, after notification to the affected users.
- The customer will not be refunded the difference if the amount of the discount is more than the purchase. In such event the unused points will be zeroed out.
- Fine Tastes of Modena reserves the right to terminate a customer's account and/or his/her participation in the Fine Tastes of Modena's Customer Loyalty Program if the staff of Fine Tastes of Modena determines in its sole discretion that the customer has violated the Terms and Conditions of this program, or that the use of the customer's account is unauthorized, fraudulent or otherwise unlawful.

## **PRIVACY**

All personal information used in Fine Tastes of Modena's Customer Loyalty Program will be treated in the same manner as detailed in the Privacy Policy on Fine Tastes of Modena's website at [www.finetastesofmodena.com/privacy](http://www.finetastesofmodena.com/privacy)