

What! Loyalty Card Terms and Conditions.

Point Collection

1. A minimum spend of £1.00 per transaction is required to qualify for points collection. For every £1.00 then spent, 5 points will be accumulated onto your Loyalty Card Account. The amount of points earned for each £1.00 spent can be amended at the discretion of What! at any time with reasonable notification.
2. Points for any transaction must be collected at the point of purchase where your Loyalty Card must be produced. In the event that you're unable to present your card at point of sale, we may be able to apply points through a confirmation of identity through other means, but this will be at the discretion of What Store staff.
3. Points collected for qualifying purchases will be show as active on your account within 24 hours, points are not redeemable until they appear in your Loyalty Card account.
4. The minimum redemption of points into vouchers is 1000 points, equalling £1.00 in vouchers.
5. At this time the redemption price of points is ten point equals one penny. What! reserve the right to vary this at any given time. Any changes will be relayed to account holders via letter, text or email.
6. What! reserve the right to award bonus points at any given time which may include, but not be limited to, qualifying product promotions or sweepstake competitions. Any such bonus will be awarded purely at the discretion of What!.
7. What! is entitled to cancel or remove points at any time if products are returned for a full or partial refund. This extends also to the exchange of products, if the relevant products are exchanged for lower or higher value items, the points will be adjusted accordingly to the exchanged product price.

Scheme

1. Our customers are able to join our Loyalty scheme by signing up for a What! Loyalty Card either in store or by following instructions via our website. Registration for the Loyalty Account will be deemed as acceptance of these terms and conditions. We reserve the right to refuse applications for discretionary reasons, which will be determined by What!.
2. All applicants must be 16 years of age and older and a UK resident to be accepted as a member. To become a member of the scheme an application form must be completed either in store or through the website. Once completed an account will be setup in the applicants name and a Loyalty Card issued to them. This Loyalty Card will assign points to the registered customers account.

3. All Loyalty Points earned are exclusive to you, the registered customer. Transferring or allocation of points to another account is not possible under What! Loyalty Scheme. Loyalty Points are only able to be accrued and redeemed in accordance with these conditions.
4. The Loyalty Card will be issued directly to you but remains property of What!, therefore must be destroyed or returned if we have reasonable grounds for such a request. Any responsibility for the safekeeping of your Loyalty Card is assumed by you, the customer. This responsibility extends to the security of the login details of your Loyalty Card account, which you should not share with anyone else.
5. You are only able to accumulate points through purchases made at participating What! stores, using the Loyalty Card at point of sale.
6. The What! Loyalty cannot be used as either a guarantee card or credit card.
7. The What! Loyalty Card Scheme is for personal consumer use only and not intended for use by businesses.
8. If the terms that govern this Loyalty Scheme are breached or abused then What! reserves the right to cancel a customer Loyalty Card account without notice. In the event of an account termination which What! have reason to believe was purposefully misused, then all points earned will no longer be redeemable. What! reserve the right to take any necessary discretionary action against Loyalty Card accounts of members that misuse the scheme, as outlined in these terms and conditions.
9. What! also reserve the right to cease the Loyalty Card scheme at any time and amend or update these terms and conditions as necessary. Notification of a planned termination of the Loyalty Card scheme/and or any points associated with active accounts (redeemed or otherwise), or updates to any terms or conditions will be relayed to the customer with reasonable notice by letter, email and via our website.
10. Our Loyalty Card scheme adheres to a privacy policy which retains personal information collected at the time of registration for purposes of the Loyalty Card scheme. This will be limited to details of promotional material catered to your purchasing habits, as we aim to share and update you with marketing offers specifically designed for you. Your information will be held on internal systems and will not be shared with any third parties. By opting in at the time of consent you are agreeing for What! to contact you by way of email and text.
11. Personal information that is collected for the purpose of our Loyalty Card Scheme will be retained for as long as you are a participating member of the scheme. Membership can be cancelled at any time upon your request. Any earned points or vouchers can only be redeemed prior to the termination of the account.
12. This Loyalty Programme is operated and promoted by What!. Company numbers 05458586, 06370392, 09106710