

# Club Taaga Policy

Please read these terms of use carefully. By accessing or participating in the Club Taaga programme, you agree to be bound by these terms and all terms incorporated herein by reference. If you do not agree to these terms, do not access or participate in the Club Taaga programme.

## 1. Introduction

Club Taaga is a loyalty membership programme to provide benefits to TAAGA and TAAGA MAN customers. This programme aims to strengthen TAAGA and TAAGA MAN's relationship with existing and potential customers through various types of engagements with the brand. Members can earn and redeem loyalty points on purchases, enjoy special privileges, and avail benefits at partner establishments based on membership tier.

This policy will outline how customers can join the programme, maintain membership, and avail benefits.

## 2. Membership Tiers & Registration Criteria

Club Taaga offers three tiers of membership:

1. PLANET
2. GALAXY
3. UNIVERSE

### 2.1 Registration Criteria

Customers can register to become a PLANET member or directly become a GALAXY member with qualifying purchase.

Customers who make any purchases between BDT 1 to BDT 4,999 (without VAT) worth of TAAGA | TAAGA MAN products will qualify to become registered as a PLANET member. Customers making any purchase over BDT 4,999 (without VAT) worth of TAAGA | TAAGA MAN products within a single invoice will qualify to become directly registered as a GALAXY member.

### 2.2 Registration Process

Customers can register at any Aarong shop in shop outlet or online at [aarong.com](http://aarong.com).

| <b>Membership tier</b> | <b>Registration point</b>   |   | <b>Membership card</b>  |
|------------------------|---|---|---|
|                        | <b>Outlet</b>   | <b>aarong.com</b>   |   |
| PLANET                 | Upon making any purchase, customers must share their valid local or international cell phone number at point of sale (POS).   | <ul style="list-style-type: none"> <li>Customers will be automatically enrolled with any purchase as a registered aarong.com user.</li> <li>Guest users will not qualify for registration.</li> </ul> | <ul style="list-style-type: none"> <li>No card will be issued.</li> <li>Membership will be digitally saved.</li> <li>Membership cards will be issued upon upgradation to GALAXY tier.</li> </ul>  |
| GALAXY                 | Upon making a qualifying purchase, customers must fill out a registration form with full name, address, e-mail, cell phone number, date of birth and other information defined on the form. | <ul style="list-style-type: none"> <li>Customers will be automatically enrolled with qualifying purchase.</li> <li>Guest users will not qualify for registration.</li> </ul>                          | <ul style="list-style-type: none"> <li>Cards will be issued immediately.</li> <li>In case of no card stock availability, one will be issued at a later date.</li> <li>For online purchases, membership cards will be sent with shipment.</li> </ul> |

### 2.3 Terms & Conditions for Registration

For online purchases, guest users will not qualify for enrollment into the programme.

If multiple invoices are generated in a single day at outlets with points of sale on separate floors, all accumulated invoices will be considered towards minimum qualifying purchase during registration.

Qualifying purchase must be within a single invoice.

Customers must be at least 18 years of age at time of registration.

### **3. Benefits & Privileges**

#### **3.1 Earning Reward Points**

Club Taaga GALAXY and UNIVERSE members will be eligible to earn points on purchases (including at the time of registration).

Certain purchases may not qualify for earning points including discounted products or purchases made during a sale or special offer campaign.

For every net spend of BDT 100, reward points will be awarded as per the table below:

| Tier     | Point(s) |
|----------|----------|
| GALAXY   | 2        |
| UNIVERSE | 3        |

UNIVERSE members will receive 100 reward points as a gift on their birthday.

#### **3.2 Redeeming Reward Points**

To be eligible for redemption of reward points, the minimum required point balance is 100 points. Customers can redeem a minimum of 100 points per transaction. For point redemption, the amount should be multiples of 50. For example, customers can redeem 100 points or 150 points or 200 points and so on. 1 point is equivalent to BDT 1 or converted USD value based on the BDT to USD conversion rate defined by TAAGA | TAAGA MAN. Please note points do not hold any cash value, they can only be redeemed at TAAGA | TAAGA MAN against product purchases.

##### **3.2.1 Verification for Point Redemption**

| Verification Steps   | Redemption Point |  |
|--|------------------|--|
|  | Outlet           | aarong.com                             |
| Physical Presence of the Cardholder  | Yes              | No, however customer must be logged in |
| Physical Presence of the Club Taaga card   | No               | No                                     |
| Security Check<br><br>• Registered Phone Number<br>• Date of Birth<br>• Last Transaction | Yes              | Yes (During Online Registration)       |
| OTP Sent through Phone Number  | Yes              | Yes                                    |
| Signature on the Invoice   | Yes              | Yes                                    |

### 3.2.2 Terms & Conditions for Reward Point Redemption

Reward Points can be redeemed for TAAGA | TAAGA MAN products at all Aarong shop in shop outlets or aarong.com.

Carrying the membership card is not mandatory to earn or redeem points. To earn or redeem without the membership card, the customer is required to provide Club Taaga ID number or registered contact number. Upon security check parameters mentioned in Table 3.0 customers may redeem points during the transaction.

Points earning and redemption can be availed through international currencies as per the policy. This is only applicable for aarong.com international webstores. The system will automatically calculate conversion value of points.

In case of any purchase return, any points earned will be adjusted against the purchase invoice during the return. However, points will be readjusted after the product is exchanged or when using a TAAGA | TAAGA MAN credit note.

### 3.3 Promotional Benefits

All members of Club Taaga are entitled to enjoy promotional offers specially designed for them.

These promotional offers will be designed and communicated at Club Taaga's discretion.

These offers will include opportunities to earn bonus points outside of their regular point earning scheme.

### 3.4 Partnership Benefits

All Club Taaga members are entitled to enjoy the benefits offered by programme partners.

Benefit offered to cardholders by partners will be publicly listed on programme website - <https://www.aarong.com/club-taaga>

Partnership terms and conditions are subject to change.

## **4. Upgrades & Downgrades of Membership Tiers**

### 4.1 Upgrades

#### 4.1.1 PLANET to GALAXY

If the accumulated purchase value is BDT 10,000 (without VAT) or equivalent in USD within 6 months of registration as a PLANET, the customer will be upgraded to GALAXY membership tier.

#### 4.1.2 GALAXY to UNIVERSE

After being upgraded to GALAXY membership tier, if a GALAXY cardholder earns a minimum of 3,000 points within 2 years, the membership will be upgraded to UNIVERSE tier.

### 4.2 Maintenance of Membership Status

Members can retain their status by accumulating a minimum number of points within 2 years of registration or upgrade.

| <b>Status</b> | <b>Minimum points to retain the status</b> |
|---------------|--|
| GALAXY        | 300 Points                                 |
| UNIVERSE      | 1500 Points                                |

#### 4.3 Downgrades

##### 4.3.1 UNIVERSE to GALAXY

If cumulative earned points are below 1,500 points within 2 years of the membership status, the status will be downgraded to GALAXY tier.

##### 4.3.2 GALAXY to PLANET

If cumulative earned points are below 300 points within 2 years of the membership status, the status will be downgraded to PLANET tier.

#### 4.4 Communication & Delivery of Card

Both upgradation and down gradation statuses will be communicated through SMS to the registered valid number of the member.

Delivery of card(s) will be completed when the customer visits any of our outlets.

com shoppers will get the delivery of cards during the delivery of their order(s).

### **5. Validity and Renewal of Membership**

Club Taaga cards come with a lifetime validity. However, if there are no activities or customer's earned points are less than 300 points within 2 years of subscription date, the membership will expire.

- A customer with expired membership can re-enter into the programme within the 90 day grace period through a purchase worth of BDT 2,500 of TAAGA | TAAGA MAN products (without VAT).
- Customers will not receive the forfeited points back in their account.
- After the expiration of the grace period, customers will be able to re-enter the programme as per the standard process with qualifying purchases.

## **6. Validity of Reward Points**

Validity of earned reward points will be 2 years from the date of earning. At any given point, a member will see the total accumulated value of the non-expired reward points. For point redemption, first in first out (FIFO) method will be applied. Expired points will be forfeited permanently. Customers can view point's expiration when logged onto [aarong.com](http://aarong.com) or Aarong app.

## **7. Transfer of Membership & Cards**

The ownership and reward points of any Club Taaga card is non-transferable. In cases of multiple ownership claims, the ownership will be decided upon the ownership of the registered phone number. In the event of death of the cardholder, all points will be forfeited.

## **8. Exclusion and Restriction of Usage**

- Employees of Aarong, BRAC and BRAC related organisations are eligible to apply for Club Taaga.
- Employees of Aarong, BRAC and BRAC related organisations either can earn points through their Club Taaga membership or avail the staff discount.
- Club Taaga registration cannot be processed through staff discounted invoice/s.
- Club Taaga benefit cannot be clubbed with any other offer or discount.

The reward points will not be awarded or earned in the following cases:

- Discounted or marked down merchandise.
- Special offers, promotions or items excluded by the management
- Purchase of gift cards
- Grassroots Café purchases
- However, customers who are using Aarong gift vouchers to buy products are eligible to earn points if they are Club Taaga members.

## **9. Data Privacy**

Aarong and TAAGA | TAAGA MAN always adopts appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of member's personal information.

Aarong and TAAGA | TAAGA MAN shall not sell or disclose any member's personal

data to third parties without obtaining your prior consent unless this is necessary for the purposes set out in this policy or unless we are required to do so by law.

Aarong and TAAGA | TAAGA MAN may use data obtained from members for the below mentioned reasons.

- To improve customer service
- To improve outlets and websites
- To send periodic communication through social media platforms, sms and e-mail
- To promote products, services and partnership information

## **10. Stolen, Damaged and Lost Card**

In case of lost, stolen or damaged card, Club Taaga cardholders shall report to TAAGA | TAAGA MAN through the following methods:

- At any Aarong Shop in shop directly
- Email at [feedback@aarong.com](mailto:feedback@aarong.com)
- Request via Aarong app

A customer can collect a replacement of Club Taaga card for free for the first request by filling out the lost/stolen form at any Aarong outlet. Card replacement fee from the next request onwards will be BDT 200.

## **11. Additional Terms**

Club Taaga reserves the right to cancel or discontinue any membership with or without mentioning the reason(s). This card is not a cheque or guarantee or credit card. Club Taaga Cards are the property of TAAGA | TAAGA MAN and are returnable upon request.