

H-DTM Canada Gift Card Operating Regulations

This document sets forth certain Operating Regulations for operation of the H-DTM Canada Gift Card Program.

1. **Payment Methods** – The acceptance of a credit card, debit card, or check to purchase a gift card is subject to the risk that the use of the payment was unauthorized. Dealer will utilize commercially reasonable efforts to ensure that proper identification for such Purchasers is verified. Dealer will be liable for all fees, charge backs and losses resulting from the acceptance of these payment instruments.
2. **Fees** – Dealers are prohibited from charging a purchaser any type of fee related to the purchase of or use of the gift card or from deducting any amounts from the value of a gift card sold.
3. **Maximum Load Value** – The maximum load value for any individual card is \$500.00.
4. **H-DTM Canada Gift Card Denominations** - H-D Canada Gift Cards may be sold in any denomination from \$5.00 to \$500.00.
5. **High Value Gift Card Transactions Paid with Cash** – The maximum cash purchase amount is \$1,000 for individuals and \$3,000 for corporate orders, irrespective of the number of H-D Canada Gift Cards purchased. Purchases over these amounts (\$1,000 for individuals/\$3,000 for corporate orders) must be made with credit card, debit card, or for corporate orders a check drawn on a financial institution.
6. **High Value Gift Card Transactions exceeding \$3,000** – For any purchase of \$3,000 or more Dealers must record name and address of Purchaser, and check the ID of Purchaser. Dealer will record the name and address of Purchaser in CardSpotTM.
7. **Maximum Individual Transaction** – No transaction greater than \$10,500 will be permitted without additional reporting requirements being completed.
8. **Maximum Daily Transactions** – Dealers will be permitted to sell a maximum of \$10,500 in gift cards sales per day.
9. **Suspicious Activity** – Dealer must immediately notify the Dealer Support Line (844) 556-7463 of any suspicious or unusual activities concerning the purchase of H-DTM Canada Gift Cards.
10. **Cardholder Agreements** – At the time of sale, Dealer is required to provide the Purchaser with a Gift Card Agreement for each H-DTM Canada Gift Card sold.
11. **Written Materials to be Distributed to Purchasers** - All written materials to be distributed to Purchasers in connection with the sale of an H-DTM Canada Gift Card must be approved prior to distribution.
12. **Accurate Representation** – Dealer will accurately represent the H-DTM Canada Gift Card based on the guidelines provided.
13. **Dealer Promotions** – Dealers that wish to conduct promotions using the H-DTM Canada Gift Card will be required to contact the Dealer Support Line in advance to understand procedures and any additional requirements.

The Operating Regulations described above are meant to address the daily program procedures that your dealership employees are required to understand and comply with. The H-DTM Canada Gift Card Team will be happy to discuss any special needs you may have regarding the use of the H-DTM Canada Gift Card, so please feel free to contact the Dealer Support Line at (844) 556-7463.