

AdventureWorks Cycles Customer Loyalty Program Terms and Conditions

1. Introduction

Welcome to the AdventureWorks Cycles Customer Loyalty Program ("Program"). This Program is designed to reward our loyal customers with exclusive benefits and rewards. By participating in the Program, you agree to the following terms and conditions ("Terms").

2. Eligibility

2.1. Membership - The Program is open to individuals who are at least 18 years old and have a valid email address. - Employees of AdventureWorks Cycles and their immediate family members are not eligible to participate in the Program.

2.2. Enrollment - Customers can enroll in the Program by creating an account on the AdventureWorks Cycles website or at any participating retail location. - Enrollment is free, and no purchase is necessary to join the Program.

3. Earning Points

3.1. Points Accumulation - Members earn points ("Points") for every purchase made at AdventureWorks Cycles, both online and in-store. - Points are awarded at a rate of 1 Point for every \$1 spent on eligible purchases, excluding taxes, shipping, and handling fees.

3.2. Bonus Points - Members may earn bonus Points through special promotions, events, or activities as determined by AdventureWorks Cycles. - Bonus Points will be awarded according to the specific terms of each promotion.

3.3. Points Posting - Points will be posted to the member's account within 48 hours of the purchase or activity. - Members can view their Points balance and transaction history by logging into their account on the AdventureWorks Cycles website.

4. Redeeming Points

4.1. Redemption Options - Points can be redeemed for rewards, including discounts on future purchases, exclusive products, and special experiences. - The available rewards and the number of Points required for each reward will be listed on the AdventureWorks Cycles website.

4.2. Redemption Process - To redeem Points, members must log into their account and select the desired reward from the rewards catalog. - Once a reward is selected, the corresponding number of Points will be deducted from the member's account.

4.3. Restrictions - Points cannot be redeemed for cash or transferred to another member. - Points cannot be used to purchase gift cards or applied to previous purchases.

5. Membership Tiers

5.1. Tier Levels - The Program features multiple membership tiers, each offering different benefits and rewards based on the member's total Points earned within a calendar year. - **Bronze:** 0-999 Points - **Silver:** 1,000-4,999 Points - **Gold:** 5,000-9,999 Points - **Platinum:** 10,000+ Points

5.2. Tier Benefits - Each tier offers exclusive benefits, such as early access to sales, special discounts, and invitations to VIP events. - The specific benefits for each tier will be detailed on the AdventureWorks Cycles website.

5.3. Tier Advancement - Members will be automatically upgraded to the next tier when they reach the required Points threshold. - Tier status is valid for the remainder of the calendar year in which it was achieved and the following calendar year.

6. Expiration and Forfeiture

6.1. Points Expiration - Points will expire 12 months from the date they are earned if not redeemed. - Members will be notified via email before their Points expire.

6.2. Account Inactivity - If a member's account remains inactive (no Points earned or redeemed) for 24 consecutive months, the account will be deactivated, and all Points will be forfeited.

7. Program Changes and Termination

7.1. Modifications - AdventureWorks Cycles reserves the right to modify or update these Terms, the Points earning structure, redemption options, and tier benefits at any time without prior notice. - Any changes will be posted on the AdventureWorks Cycles website, and continued participation in the Program constitutes acceptance of the changes.

7.2. Termination - AdventureWorks Cycles reserves the right to terminate the Program at any time. In the event of termination, members will have 90 days to redeem any remaining Points.

8. General Terms

8.1. Privacy - The personal information collected from members in connection with the Program will be used in accordance with the AdventureWorks Cycles Privacy Policy.

8.2. Limitation of Liability - AdventureWorks Cycles is not responsible for any loss or damage resulting from the termination or modification of the Program or any failure to earn or redeem Points.

8.3. Governing Law - These Terms shall be governed by and construed in accordance with the laws of the jurisdiction in which AdventureWorks Cycles is headquartered.

9. Contact Information

For any questions or concerns regarding the Program, please contact us at: -
Email: loyalty@adventureworks.com - Phone: 1-800-555-1234 - Website:
www.adventureworks.com/loyalty