In general, memberships group together one or more existing roles. In the e-commerce context, memberships are typically associated with a certain product, which customers can then purchase. This allows them to gain access to restricted sections of the website or other types of premium content for a specified amount of time.

> You can assign memberships only to registered customers.

To assign a membership to a customer:

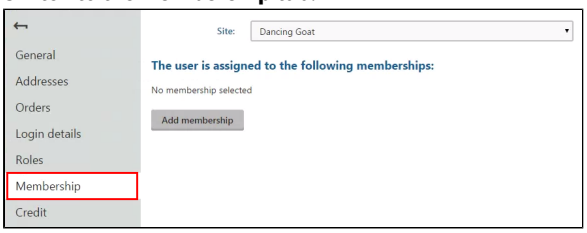
1. Open the **Customers** application.

   > If you do not know how, see Using the Kentico interface.

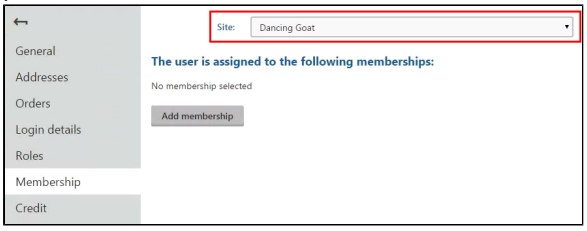
2. **Edit** ( ) the desired customer.

   > You can edit a customer by clicking the **Edit** icon ( ). Choose the **Edit** icon that is on the same line as the name of the customer whose attributes you want to change.

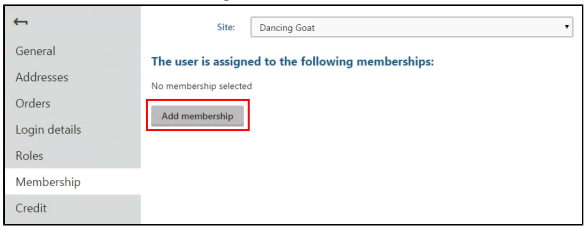
3. Switch to the **Membership** tab.



4. (Optional) If you want to choose a membership from a different website running on Kentico, select the site in the **Site** drop-down list.



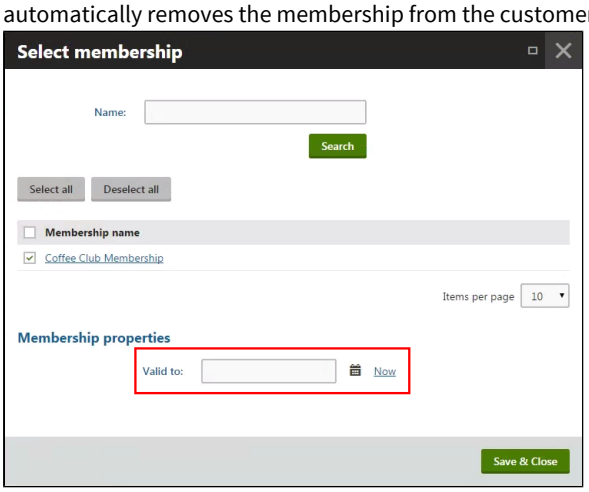
5. Click **Add membership**.



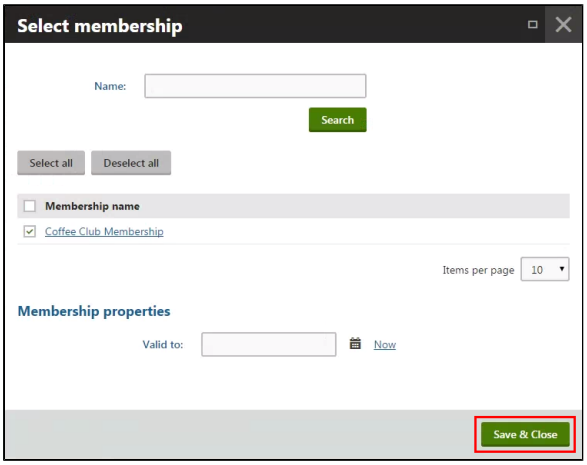
6. In the **Select membership** dialog, select the memberships which you want to assign to the customer.

   > If you have multiple memberships, you can use the filter above the membership listing.

7. (Optional) You can select until when the customer is a member of the membership in the **Valid to** field. Then, the system automatically removes the membership from the customer.

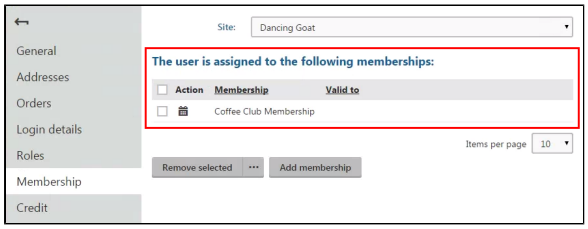


8. Click **Save & Close**.



The system assigns the membership to the customer (user). The customer can now use the membership benefits.

You can see the assigned memberships in the listing on the **Membership** tab.



To remove the membership from the customer, select the membership's check box and click **Remove selected**.