

A. General terms and conditions

1. The Crown Royalty Card loyalty programme (“Crown Royalty”, “programme”) is brought to you (“the Member”) by the Crown Food Group including agents and divisions (“us”, “we”, “our”).
2. These terms and conditions constitute an agreement between you and us and govern your and our rights and obligations as a registered member of the programme.
3. By registering and participating in our programme, you acknowledge that you have read, understood and agreed to these terms and conditions.
4. You further agree that your personal information may be processed according to these terms and conditions which includes direct marketing by sending you, from time to time, information about promotions which may be of interest to you via telephone, email, WhatsApp or SMS.
5. Information you share with us will be kept confidential and we are committed to protecting your privacy. We will not use or disclose your personal information without your permission unless we have a legal duty to do so or is required to do so in the course of the provision of our services to you and for your benefit.
6. We reserve the right, from time to time, to restrict, suspend or alter aspects of the programme and these terms and conditions with or without prior notice to you. Any changes will be effective immediately unless stated otherwise. We will attempt to notify you of any major changes but will not be held liable for any failure to do so.
7. You hereby indemnify us (its employees, divisions and/or agents) of any liability for any failure to perform or delay in performance caused by events outside of our reasonable control unless such liability cannot be excluded by the operation of the law.

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8. We will not be responsible for the failure of any technical element relating to this programme that may result in a discount not being successfully redeemed or redeemable. No claims to which we agree to settle will exceed the monetary value of the discount or discounted product in question.

B. Registration as a member of the Crown Royalty programme

9. Membership of the programme is free – you do not need to purchase any of our goods or services in order to register as a member.
10. No legal entities will be allowed to register as part of this programme.
11. You must be 18 years or older to register for the programme. Any person who has registered for the programme, who is under 18 years old will not be allowed to claim any benefits offered under this programme notwithstanding whether or not they were assigned membership.
12. You may register at any one of our participating stores.
13. You may only have one active membership at any time.
14. To successfully register as a member, you will need to provide us with the following correct and up to date information: your full name and surname, date of birth, cellphone number, email address and consent to market to you. From time to time, you may be required to provide proof of identification.
15. By participating as a member, you agree to voluntarily consent to providing us with the above personal information which you allow us to process in order to afford you the benefits of this programme. It is incumbent on the member to keep their personal information up to date by supplying information related to changes to the personal information as the need arises.

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16. If you would like to remain a member of the programme but would prefer not to (“opt out”) receive marketing information from us, you are free to visit any of our participating stores to amend your profile information to enable us to discontinue sending you marketing information.
17. Your information will be stored in a secure database and will be kept confidential and will not be used for purposes outside the scope of our loyalty programme and only in our divisions and entities within the Crown Food Group. Your information will be stored as part of our records for as long as is necessary to enable your membership to remain active and until termination of said membership for whatever reason. We confirm that we do not sell information to any third parties for whatever reason, including for marketing purposes.
18. You will at all times be in a position to request the correction, destruction or deletion of your personal information by visiting any of our stores. We will process your request as soon as reasonably possible. In order to protect your privacy, only the member and holder of a valid card will be allowed to change his/her personal information registered on said card and membership profile which, may require positive identification prior to any changes being made. To this end, we will not be allowed to print out or supply you with personal information contained in any membership profile unless we have positively identified the person seeking this information is the rightful “owner” of said information (is the person in question), and is the actual member seeking his/her personal information, for whatever reason.
19. You will receive one programme membership card upon successful registration – multiple cards will not be issued. This membership card remains our property at all times.
20. If you lose your membership card or if it is stolen or misplaced, you will be able to receive a new card by visiting any participating store. You should notify us immediately if this happens. We will not be held responsible or liable for any authorised use of your card in

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the event that it is lost, stolen or misplaced. You may need to positively identify yourself as an existing member in order to receive a new card.

21. If you do not use your membership card and/or if you fail to participate as a member of the programme for a period of twelve months, we reserve the right to close your membership account.
22. You may terminate your membership at any time by visiting any participating store.
23. We reserve the right to terminate your membership at any time if we believe that you have participated fraudulently or if we have a reasonable suspicion that you have contravened the terms and conditions of this agreement.
24. A member's personal information will be deleted from our database upon termination of membership, but such information may be kept on our system for a period of time as may be required or permitted by law.
25. Our employees are eligible to join and participate in this loyalty programme and are subject to the terms and conditions of this agreement.
26. No customer will be allowed to purchase more than two of the same specials/combos per day by using their Crown Royalty Card to claim discounts.
27. Crown reserves the right to limit quantities that may be claimed as discounts from time to time.

C. Benefits of the Crown Royalty programme

28. For us to exercise our rights and comply with our duties in respect of any products or services we may provide to you and as part of this programme, we may be required to process your information and at times communicate with you. This may be to inform and provide you with the opportunity to purchase our products with certain benefits which

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we may believe to be of interest to. Communication may also be done at times, when conducting market research, to better understand your preferences and to learn more about the products that you may be interested in.

29. As a registered member, you are entitled to a range of promotional and special loyalty member discount offers on a range of merchandise which will be communicated to you from time to time. These promotional offers may include additional terms and conditions which will be communicated as part of the offer.
30. In order to receive the discounted promotional offers, you will need to present your membership card to our cashiers at the participating stores. Only one membership card can be presented for each transaction.
31. All promotional offers are subject to availability, which may vary between stores, and while stock lasts.
32. All offers and the benefits of this programme are only valid through our Factory Marts outlets and further, members should not expect the same discount or related benefits of this programme when transacting with or from any of our branches/warehouses.
33. The benefits we offer you are not transferable to other (non)members.