

## Loyalty Card Scheme Terms and Conditions

The Birks Cinema Card Scheme (the “Scheme”) is a fully automated system for according the benefits of reduced prices to long-term and loyal customers of The Birks Cinema. The Scheme is operated by the Birks Cinema Box Office till system and data is processed on behalf of The Birks Cinema Limited by Vista Entertainment Solutions, New Zealand, under their Veezi brand for independent cinemas.

### An outline of the Scheme

#### The Card and the Online Account

Each successful applicant (the “Cardholder”) receives a Birks Cinema Loyalty Card (the “Card”) carrying the applicant’s name and a digitally registered account number.

The Birks Cinema Loyalty Account (the “Account”) is an online record of all transactions registered by the Cardholder, both at the Box Office and online.

The Account records points “earned” on purchases, and points “redeemed” to settle part or all of the cost of a purchase.

The Cardholder receives ‘points’ each time the Card is presented when purchasing a cinema ticket or hot drink at the Box Office or when purchasing a ticket online after entering the Cardholder’s email address and password.

When there are sufficient points in the Card-holders account to redeem a ticket, the Cardholder can decide to redeem the points against

- either, the purchase of a ticket online or at the Box Office (with some exceptions - see below)
- or, the purchase of tickets and food and drink at the Box Office.

#### How to become a member of the Birks Cinema Loyalty Card Scheme?

A person should complete the application form which is available on the Birks Cinema website and present the completed application form at the Box Office.

The Card can be collected personally by the applicant at the Birks Cinema Box Office or mailed to the Cardholders address for an additional charge.

#### How to earn and redeem points?

In order to earn points at the Box Office, the Card should be presented to Birks Cinema Box Office staff at the time of purchase of tickets or drinks on which points can be earned. Similarly, the Card must be presented to Birks Cinema Box Office staff in order to redeem points to purchase tickets or food or drink. To earn or redeem points online, the Cardholder should enter their email address and password when required during the purchase process.

#### How to follow the transactions on your Account?

The Cardholder can identify the transactions processed by checking the Account online (the Account can be accessed via the Birks Cinema website) or by asking at the Box Office.

The “Earn Rate” at which points are earned on the value of each type of purchase and the “Redemption Rate” at which points are redeemed to make each type of purchase is laid out in the website of The Birks Cinema. Both the Earn and Redemption Rates are subject to change at the time when The Birks Cinema Limited changes the price of its tickets and Box Office food and drinks.

## Scheme Terms and Conditions:

- To join, applicants must provide their name, home address, email address and their date of birth, and information on gender.
- The Birks Cinema is committed to protecting and respecting the Cardholder's privacy, will only use personal information to administer the Account and provide the products and services requested. We are committed to protecting and respecting the privacy of the Cardholder, as detailed in our Privacy Policy (access via our website footer).
- The Scheme is designed to continue as long as required by the Cardholder. There is no periodic renewal. However, if the Card has not been used for 2 years, the Cardholder's Account will be deleted automatically, and any unused points remaining on the Account will be cancelled.
- The Scheme is not open to Applicants under the age of 12 years. For Scheme applicants aged between 12 and 15, we ask parental/guardian approval for opening an Account and retaining contact information.
- There is no charge for applying for the Card.
- The Card remains the property of The Birks Cinema. In the event that a Card is mislaid by the Cardholder, the first replacement it will be free of charge. At the discretion of The Birks Cinema, the Cardholder may be charged for an additional replacement of a Card, including both the cost of the card and of and administrative effort incurred by The Birks Cinema.
- Points are earned on the purchase of specific tickets and specific Box Office products and are calculated at rates specified in the website of The Birks Cinema. The rates at which points are earned may be changed at the discretion of The Birks Cinema.
- Points shown in the Cardholder's Account are redeemed at the request of the Cardholder and are calculated at rates specified in the website of The Birks Cinema. The rates at which points are earned may be changed at the discretion of The Birks Cinema.
- However, from time to time, at the discretion of The Birks Cinema Limited, tickets for a specific Special Event or Stage on Screen performance may be advertised as being available for purchase by redeeming points.
- Similarly, from time to time, at the discretion of The Birks Cinema Limited, the tickets for a specific Movie screening may be advertised as not being available for purchase by redeeming points.
- At the Box Office, the card must be shown at the Box Office when buying tickets in order for points to be earned.