

REWARDS CARD TERMS AND CONDITIONS

1. If you apply for a Cheerbrook Rewards Card, you agree to be bound by and comply with these terms and conditions. The programme is open to any person aged 18 or over. We reserve the right to terminate membership where we believe, at our sole discretion, that any member is misusing the programme.
2. We will award you 1 point for every £1 that you spend in the Cheerbrook Shop or Café on qualifying purchases. We reserve the right to either increase or decrease the number of points accrued on qualifying purchases, or to change how points are accrued, from time to time and at our sole discretion. We will notify you of any changes we make.
3. Points will be earned on all purchases made in the Cheerbrook Shop and Café. You will not accrue points on purchases that are fully paid for by redeeming a gift or reward voucher. If you part-pay for a purchase by redeeming a gift or reward voucher, you will only accrue points on the cash element of the purchase above the value of the voucher.
4. At the end of each quarter, we will send you an email with details of your points total, what rewards you qualify for and how to redeem your reward. You will have the opportunity to redeem one reward per quarter from a specified selection.
5. To determine the choice of rewards you are entitled to, we will calculate the total points you have accrued in the previous membership quarter. You must acquire a total of 50 points or above in a quarter to earn a reward. Membership quarters run as follows: First quarter: 1st January to 31st March; Second quarter: 1st April to 30th June; Third quarter: 1st July to 30th September; Fourth quarter: 1st October to 31st December.
6. Rewards will be awarded at the following levels:

Bronze	50-275 points
Silver	276-400 points
Gold	401-650 points
Platinum	651+ points
7. Rewards can only be redeemed at Cheerbrook Farm Shop and Café and must be redeemed before the specified period. If a reward is not redeemed before the specified period it will not be re-issued or reconverted to points. Specified product rewards are subject to availability and we reserve the right to offer an alternative if a product is out of stock.
8. Rewards may not be used in conjunction with any other discount or offer.
9. We may use information that you supply to us on enrolment to the Rewards Card (such as your name and address), together with any information relating to your transactions and purchases made for the purposes of: administering the programme; statistical analysis; sending you news, special events, offers, promotions and magazines either by post, email, SMS or through any social network; and market research. We will not share your details with any third party.
10. We reserve the right to terminate a membership or amend these terms and conditions from time to time, at our sole discretion. Your continued use of the programme constitutes acceptance of the altered terms and conditions.