

# Changes to Smith Family Retail Loyalty Program & VIP Loyalty Program

You may have seen signage in your local Smith Family Retail store about changes to The Smith Family Retail Loyalty and VIP Loyalty Programs.

From 10 November The Smith Family Retail Stores will be ceasing our current Loyalty Program and replacing it with a new barcoded program to reward our customers from 12 November, as part of National Recycling Week.

The closure of the current program will impact VIEW members who currently shop in these stores and have stamps and vouchers.

## What does this change mean to Loyalty Program Customers?

- Members need to redeem all stamps and vouchers by end of day 10 November. These are not transferable or refundable.

## How is our New program different?



- The new Loyalty Program is a barcoded plastic card, linked to customers details.
- There is a Loyalty Card for regular customers, and a VIP Loyalty Card - the same as our old program.
- **The new program is more flexible for customers.** For every \$1 spent in our stores, customers collect 1 loyalty point. Once they have accrued 500 points, a \$50 voucher is sent to them via email and is redeemable in any of the stores. Vouchers can be redeemed in multiple purchases.
- **To be eligible for our New Loyalty Program**, members will need to sign up and provide details, such as name, postcode and email address.

## Where can customers seek further information on how their data will be stored and used?

- Members concerned with the storage and use of their information are asked to follow this link - [www.thsmithfamily.com.au/retail-privacy-policy](http://www.thsmithfamily.com.au/retail-privacy-policy)

## What happens if a Customer comes in after 12 November with an Old Loyalty Card

- The Store Manager in exceptional circumstances, should they warrant when a Customer attends the store following the closure of the program will be empowered to provide a \$20 gift voucher, should they deem it may damage The Smith Family Brand or reputation.

For further information please contact your local Retail Store Manager.