

# Private Customer Loyalty Program of AS Alexela

AS Alexela (hereinafter referred to as **Alexela** or **We**) offers the following discounts to Customers who have joined the Loyalty Program (hereinafter referred to as **Customers** or **You**) under the following conditions:

## 1. Loyalty program discounts

- 1.1. Basic discount of -3 s/l when buying fuel from Alexela;
- 1.2. Additional discount on fuel – when collecting 5 points (digital stamps) in a calendar month, an additional fuel discount of -2 s/l will be applied to the permanent discount the next day (a total of -5 s/l with the basic discount);
- 1.3. Birthday discount on fuel – a discount of -7 s/l on the birthday and 5 days before and after the birthday of a private person who has joined the loyalty program;
- 1.4. Permanent discount of 15% on hot drinks, fast food and pastries in the convenience store;
- 1.5. Other personal app/e-mail/SMS offers and/or discount campaigns according to campaign conditions.

## 2. Collection and conditions of Alexela's bonus points (digital stamps).

- 2.1. Customers collect bonus points or digital stamps on every purchase made at Alexela (including fuel, electricity, gas, convenience store purchases). The points collected by a customer are added up over all services provided by Alexela;
- 2.2. You can get one digital stamp (1 bonus point) for each purchase or quantity below:
  - 2.2.1. 10 litres (incl. 10 kg) of fuel (diesel, 98-octane petrol, 95-octane petrol, CNG, LPG);
  - 2.2.2. 25 kW/h of electric charging in a public charger;
  - 2.2.3. 10-euro purchase from the convenience store;
  - 2.2.4. 1 trailer rental.
- 2.3. Customers receive five digital stamps (5 bonus points) at the end of each month for each of the following services:
  - 2.3.1. Alexela's electricity or natural gas customers;
  - 2.3.2. Home electric car charger customers.
- 2.4. Individuals at least 16 years of age can join Alexela's loyalty program.
- 2.5. To join the loyalty program of Alexela (hereafter referred to as **Joining**), Customers must:
  - 2.5.1. Register as Alexela's Home Card customer; or
  - 2.5.2. Register their ID card as Alexela's Home Card; or
  - 2.5.3. Order Alexela's private payment card; or
  - 2.5.4. Register as Alexela's Home Card customer via Alexela's app, self-service or by using the customer board in a convenience store of Alexela.
- 2.6. Existing Customers are automatically members of Alexela's loyalty program and do not need to join additionally.

- 2.7. The prerequisite for collecting digital stamps is the identification of the Customer in one of the manners specified in clause 2.5 before making the purchase.
- 2.8. Digital stamps collected in a calendar year expire on 31 January of the following calendar year.
- 2.9. During campaigns, Customers automatically receive the highest discount. Loyalty program fuel discounts are not added to campaign discounts and either campaign discounts or loyalty program fuel discounts are valid at the same time.
- 2.10. The rights granted to a Customer are related to the person of the Customer and cannot be transferred to a third party. Customers are prohibited from reselling or assigning any loyalty program benefits and rights granted to them in connection with Alexela's loyalty program membership. In addition it is not possible to convert discounts and digital stamps into actual money.

### **3. Processing of personal data**

- 3.1. Your personal data is processed in accordance with the personal data processing notification published on Our website. The notification is available on Our website: <https://www.alexela.ee/et/juriidika-ja-privaatsus>.
- 3.2. Should there be any changes regarding the notification of processing of personal data in the loyalty program, You will be notified in a manner that is in accordance with legislation.

### **4. Modification of conditions**

- 4.1. Alexela may change these terms and conditions unilaterally without notice.
- 4.2. Alexela sends a notice to Customers about changes to the conditions, using the contact details provided by the Customer, either by e-mail or SMS, and the updated conditions are made available Customers on Alexela's website [www.alexela.ee](http://www.alexela.ee).
- 4.3. Customers can check and update their details via self-service or Alexela's app, which can be accessed via the website [www.alexela.ee](http://www.alexela.ee) or Alexela's app.

### **5. Termination**

- 5.1. If a Customer does not comply with these terms and conditions or in any other way intentionally tries to misuse their or another person's loyalty account, Alexela has the right to close that Customer's loyalty account immediately. Alexela reserves the right to terminate a Customer's membership in the loyalty program if the customer cheats or behaves in a threatening or illegal manner towards Alexela or its employees.
- 5.2. Alexela reserves the right to terminate the Loyalty Program with 30 days notice. In the event of such termination, all Customer rights arising from the loyalty program (including digital stamps) shall remain valid until their expiration date, but not longer than for 90 days.
- 5.3. Membership in the customer loyalty program is valid until the end of the customer relationship.

### **6. Settlement of disputes**

- 6.1. Disputes between the parties are resolved through negotiations. If the Parties do not reach an agreement during the negotiations, the dispute will be resolved in Harju County Court.