

# Welcome to the club that loves fashion and style – with you in focus.

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# Kappahl

We're delighted that you want to be part of our club. It gives us the opportunity to offer you more and to treat you a little extra. We simply want to show that you are important to us and make it extra rewarding to be a Kappahl customer. As a member of Kappahl Club, you enjoy a range of benefits, such as bonus points on all purchases, access to special activities and events, and of course, exclusive offers. To take the best care of you, we need some information about you.

Below you can read more about our terms and conditions. Once again, a warm welcome to the club!

## 1. Your membership

Membership in Kappahl Club is completely free. To become a member, you must be 16 years or older and have a registered address in Norway. As a member, you identify yourself through the Kappahl app or by providing your mobile number. Membership is personal, and to receive bonuses, exclusive offers, and other benefits, we may ask for identification to ensure the correct person is using the membership.

For members with protected/confidential identity

If you have a protected identity, we want you to enjoy all the benefits of Kappahl Club. To protect your identity, register your membership by downloading our app. In the app, you can access all benefits without sharing personally identifiable information with us, such as mobile number or email address. We do not send communications to members with protected identities and remind you not to share your mobile number or email with us, so we can continue to protect your identity.

## 2. Your member benefits

As a member of Kappahl Club, we commit to providing you with member benefits and continuously evaluating and improving our membership offerings. This section describes the benefits included in your membership.

To provide you with all benefits, we need to process your personal data. Read more in section 6 of our Privacy Policy about how we handle your personal data within Kappahl Club.

### 2.1. Points and bonuses

Membership has two levels: Silver and Gold. Levels are based on points earned over a 12-month period.

All purchases for personal use earn points, except purchases of gift cards, plastic bags, and products or services provided through partnerships with other parties, such as tailoring, shipping, and charity-related products. To earn points, purchases must be registered as a member purchase via one of the payment methods Kappahl offers. 1 NOK = 1 point.

Points and bonuses can also be earned through other activities. The number of points for activities/engagements and the rules for these are determined by Kappahl.

Bonuses are given as a digital bonus to members who have registered valid purchases or activities totaling at least 1,000 points since the last bonus issuance. Points not converted to bonuses are carried over to the next issuance.

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When you have collected 1,000 points, you automatically receive a bonus of 25 NOK. The bonus can be used as payment in all physical Kappahl stores in Norway or online in Kappahl's webshop. Bonuses cannot be redeemed for cash. Each bonus has its own validity period, indicated on the bonus. Earned points automatically expire after 12 months, meaning points earned more than 12 months ago will be removed from your account.

Your earned bonus points also count toward determining your membership level. To become a Gold member at Kappahl, you must earn 3,000 points. Your membership will then be upgraded to Gold status, which you retain for at least 12 months from the upgrade date. To maintain Gold membership, you must earn 3,000 new points during the following 12-month period.

## *How to use your bonus:*

You can use your bonus both in-store and online. Log in via the Kappahl app or visit [kappahl.com](http://kappahl.com) to check if you have a bonus available. You then activate your bonus at checkout. You can activate multiple bonuses at once, and you can also deactivate a bonus if you change your mind and want to use it later.

Note: The bonus cannot be used to pay for shipping online.

## *Do I get my points/bonus back if I return a purchase?*

Your bonus points are converted into a bonus, proportionally applied to all purchased items when used. When you return items, you will receive back bonus points corresponding to the bonus applied to the returned items. If you return the entire purchase, you will get back points equal to the total bonus used.

Returned bonus points are credited back to your membership account and converted into a new bonus in the next monthly bonus run. This means you do not lose your bonus points, but you cannot immediately use them as a bonus on a new purchase. Bonus points credited back are valid for 12 months.

## **2.2. Exclusive member offers and communication**

As a Kappahl Club member, you will receive communication with offers tailored to our members. Member offers may include club days, inspiration, deals, news, and other relevant content to make choices and purchases easier for you.

You will also receive invitations to special events we host, such as local events, in-store events, or live shopping events online.

## **2.3. Personalized offers and communication**

In addition to general member offers, you will also receive personalized offers and communication based on products you have purchased or shown interest in, as well as other interactions. Examples include special discounts on categories you have previously purchased or tailored content in our newsletters with product suggestions related to past purchases or tips for building a sustainable wardrobe.

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The content you see is based on factors such as whether you have signed up for notifications when products are back in stock, if you have visited our webshop or app (including which products and links you clicked), or other preferences related to our assortment or services.

## **2.4. Personalized experiences in our digital channels**

If you use our digital channels, such as the website or app, while logged in as a member, we will do our best to ensure the content you see is relevant to you. For example, we show product recommendations and other personalized content to make your choices and purchases easier.

Information on how we handle your data can be found in section 6 of our Privacy Policy.

## **2.5. My pages, receipts, etc.**

As a member, you have your own user account. Access your account via "My Pages" on the website or in our app. Here you can view purchase history and receipts, check bonuses and points, link social media accounts, refer a friend, and more.

You can also update your contact information or adjust communication preferences.

If you see ads from us on social media or search engines, you can adjust how ads are shown via the account settings on each platform.

## **2.6. Free shipping on kappahl.com**

As a Kappahl Club member, you receive free shipping when logged in on kappahl.com for orders over 500 NOK.

## **2.7. Free personal shopping**

As a member, you can use our popular Personal Shopping service for free at selected stores! Click here to read more and book an appointment.

## **3. Your information**

We primarily collect information directly from you, but to ensure we have the correct address, we may verify information against public registers. We retain the information until the membership ends or for a period of 36 months from your last activity. After this, your membership will automatically terminate.

## **4. Contract period and changes to terms**

### **4.1. Contract period**

Membership in Kappahl Club is ongoing until terminated. Both you and Kappahl may terminate the agreement at no cost with a 30-day mutual notice period. Contact Kappahl customer service at [info@kappahl.com](mailto:info@kappahl.com) or 800 12533 if you wish to cancel your membership. Upon termination, all personal data collected and processed to fulfill membership terms will be deleted. Any earned but unused points or bonuses will also be deleted.

If a membership has been inactive and the last registered purchase was more than 36 months ago, Kappahl reserves the right to terminate the membership.

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## 4.2. Termination due to abuse

Kappahl reserves the right to terminate memberships and/or cancel points due to abuse. Abuse includes, for example, failing to comply with membership terms or allowing others to register purchases on your account.

Kappahl is not responsible for any loss or damage resulting from technical errors, reduced functionality, or other similar issues related to your Kappahl Club membership. This does not affect liability that cannot be excluded under mandatory law.

## 4.3. Changes to terms

Kappahl may make changes to membership terms. Non-material changes will be published on Kappahl's website when effective. For material changes, you will receive 30 days' notice via email. Current terms are always available on Kappahl's website.

If you do not agree with changes, you have the right to terminate your membership.

## 5. Your rights

We only process your personal data when necessary to fulfill our obligations to you as a member. Your privacy is very important to us.

You may unsubscribe from direct marketing at any time. To unsubscribe from email, click the unsubscribe link in each message. To unsubscribe from SMS marketing, send "kastop" to 27272. You can also contact customer service or manage this via "My Pages."

If you see marketing in other channels, such as social media, it may be because you are part of a segment selected by the social media platform. You can adjust ads through your account settings on the respective platform.

You can terminate your membership at any time, and we will delete all personal data related to your membership. Even after termination, we may process certain data when required by law (e.g., transaction data under accounting rules) or when we have legitimate business reasons (e.g., analyzing anonymous data for business development).

For more information about your rights and how we handle personal data, see our Privacy Policy on Kappahl's website.

## 6. Help us improve

To improve our services for you and other members, we regularly conduct surveys via email, our website, and the app. Participation is completely voluntary, but we appreciate your time. This helps us enhance our services and offerings based on members' feedback.

## 7. Contact

If you have questions, please contact:

Kappahl AS, Storgata 37-39, 1607 Fredrikstad, Norway

Kappahl Customer Service: [info@kappahl.com](mailto:info@kappahl.com) or 800 12533

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