

Kappahl

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

1. Your membership..... 2

2. Your member benefits 2

 2.1. Points and bonus..... 2

 2.2. Exclusive member offers and communication 3

 2.3. Personalized offers and communication 3

 2.4. Personalized experience in our digital channels..... 4

 2.5. My pages, receipts, etc. 4

 2.6. Free shipping on Kappahl.com 4

 2.7. Free personal styling..... 4

3. Your information..... 4

4. Contract period and changes to terms 4

 4.1. Contract period 4

 4.2. Termination due to abuse and responsibility 5

 4.3. Changes to terms 5

5. Your rights..... 5

6. Help us improve 6

7. Contact..... 6

Kappahl

We are delighted that you want to be part of our community. It gives us the opportunity to treat you a little extra and give you more. We simply want to show that you are important to us and make it rewarding for you to be a Kappahl customer. As a club member, you enjoy many benefits, such as bonus points, events, inspiration, and exclusive offers. To take care of you in the best way, we need some information about you. Below you can read more about our terms. Once again, a warm welcome to the club.

1. Your membership

It costs nothing to become or be a member of Kappahl Club. To become a member, however, you must be 16 years or older and registered in Sweden. As a member, you can identify yourself through a membership card, personal identity number, approved ID such as a driver's license, the Kappahl app, or mobile number. Membership is personal and the key to receiving bonuses, offers, and benefits, and we may therefore ask to see your ID to ensure the right person is using the membership. Remember to always register your membership when making a purchase to collect points both in Kappahl's and Newbies' physical stores and in Kappahl's online store.

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 offering. This section describes the benefits included in your membership.

To provide you with your member benefits, we need to process your personal data. Read more in section 5 of our Privacy Policy about how we process your personal data within Kappahl Club.

2.1. Points and bonus

Membership has two levels, Silver and Gold. Levels are based on accumulated points over a rolling 12-month period.

All purchases for personal use earn points, except purchases of gift cards, plastic bags, and products and services provided through partnerships with other actors, e.g., tailoring, shipping, and charity products. To earn points, the purchase must be registered as a member purchase in one of the ways Kappahl offers. 1 SEK equals 1 point.

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

The bonus is issued as a digital bonus to members who have registered point-earning purchases/activities totaling at least 1,000 points since the last bonus issuance. Points not converted into a bonus are carried over to the next calculation.

For every 1,000 points you collect, you receive a bonus voucher of 25 SEK.

Kappahl

The bonus can be used as payment in any physical Kappahl or Newbie store in Sweden or in Kappahl's online store. The bonus cannot be redeemed, in whole or in part, for cash. Bonuses have a validity period, which is indicated on each bonus. Earned points automatically expire after 12 months, i.e., points collected more than 12 months ago expire.

All your earned bonus points also count toward determining your membership level. To become a Gold member at Kappahl, you must earn 3,000 points. Once achieved, you are upgraded to Gold member and retain that level for at least 12 months from the date of upgrade. To maintain Gold level, you need to collect 3,000 new points during the following 12-month period.

How do you use your Bonus'

You can use your bonus both in-store and online. Log in to the Kappahl app or kappahl.com to see if you have a bonus you can use. You then activate your bonus at checkout. You can activate multiple bonuses simultaneously and also deactivate the bonus if you change your mind and want to use it later.

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

Do I get my points" bonus back if I return a purchase'

Your bonus points are converted into a bonus, which is proportionally allocated to all items purchased. If you return an item, you will get back the bonus points corresponding to the bonus used on the returned items. If you return the entire purchase, you get back points corresponding to the bonus used.

Returned bonus points are reinstated on your membership account and converted into a new bonus at the next monthly bonus calculation. You will not lose your bonus points but cannot use them immediately as a bonus on a new purchase. Bonus points reinstated to your account are valid for 12 months.

2.2. Exclusive member offers and communication

As a member, you will receive communication with offers tailored for all our members. Our general member offers may include club days, inspiration, news, and other similar content to facilitate your choices and purchases.

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

2.3. Personalized offers and communication

In addition to our general member offers, we provide personalized offers and communication based on products you have purchased or shown interest in, as well as other interactions with us. Examples of benefits may include discounts on product categories you have previously purchased or tailored content in our email campaigns, such

Kappahl

as suggestions for products that complement your past purchases or inspiration for building a sustainable wardrobe.

The content you see is based on, for example, whether you have signed up for notifications when products are back in stock, whether you have visited our e-commerce site or app, including which products and links you have clicked, or other preferences related to our assortment or services.

2.4. Personalized experience in our digital channels

If you use our digital channels, i.e., our 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 will show product recommendations and other tailored content to facilitate your choices and purchases.

You can find information about our personal data processing in section 6 of our Privacy Policy.

2.5. My pages, receipts, etc.

As a member, you have access to your own user account. You can access your account via "My pages" on our website or app. There, you can track your purchases, view receipts, see your bonus and points, link your social media account, refer a friend, and more.

Through "My pages," you can also update your contact details or change your communication preferences.

If you see ads from us on social media or search engines, you can adjust your settings for how you see ads via the functions in your account settings on the respective platform.

2.6. Free shipping on Kappahl.com

As a member, you always receive free shipping on orders over 500 SEK when logged in on kappahl.com.

2.7. Free personal styling

You can use our appreciated Personal Styling 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 verify your address, we may also check information against public registers. We retain your data until the membership ends or for a period of 36 months from your last activity. After that, your membership will automatically be terminated.

4. Contract period and changes to terms

4.1. Contract period

The Kappahl Club membership agreement is valid indefinitely. Both the member and

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Kappahl can terminate the agreement free of charge with 30 days' notice. In such cases, notify Kappahl customer service at info@kappahl.com or 010-138 87 11. Upon termination, all personal data collected to fulfill these membership terms will be deleted. Any points or bonuses earned but unused at termination will expire.

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

4.2. Termination due to abuse and responsibility

Kappahl also reserves the right to terminate the membership or cancel points due to abuse. Abuse includes, for example, not complying with agreed terms or allowing others to register purchases on your account.

We are not responsible for losses or damages due to 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 the membership terms. For non-material changes, the new terms will be published on Kappahl's website when they take effect. 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 the changes, you have the right to terminate your membership. The latest membership terms are always available on Kappahl's website. Swedish law applies to these terms and is adjudicated by Swedish courts. Customers can also resolve disputes through the Swedish National Board for Consumer Disputes.

5. Your rights

We process your personal data only when necessary to fulfill our commitments to you as a member. Your privacy is important to us, and we want to inform you of your rights:

You may object to our direct marketing at any time. To unsubscribe from emails, click the unsubscribe link in each email; to unsubscribe from SMS messages, send "kastop" to 71550. You can also contact customer service or manage this yourself via "My pages."

If you see marketing from us in other channels, e.g., social media, it may be because you are part of a segment determined by the social media platform. You can adjust the ads you see in your account settings on the relevant platform.

You can terminate your membership at any time, and we will delete your personal data linked to your membership. Even if you terminate, we may continue processing certain personal data as required by law (e.g., transaction data under accounting law) or when we have legitimate reasons (e.g., processing anonymous data for business development).

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For more information about your rights and how we process your data, please read our Privacy Policy on Kappahl's website.

6. Help us improve

To improve our service to you and other members, we conduct surveys via email, our website, and the app. These may request personal and/or demographic information. Participation is voluntary, but we value your responses. This allows us to continuously improve our offering based on our members' opinions.

7. Contact

If you have questions, contact Kappahl Sverige AB, Idrottsvägen 14, Box 303, 431 24 MÖLNDAL. You can reach Kappahl customer service at info@kappahl.com or 010-138 87 11.

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