

# Customer Loyalty Program Policy Template

[Retail Chain Name]

Effective Date: [MM/DD/YYYY]

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## 1. Purpose

The purpose of this Customer Loyalty Program ("The Program") is to reward and thank our valued customers for their continued patronage at [Retail Chain Name].

## 2. Eligibility

- Participation is open to individuals aged 18 years and above.
- Employees of [Retail Chain Name] and their immediate families are not eligible.
- Membership is limited to one account per individual.

## 3. Enrollment

- Customers may enroll in The Program in-store or online at [website/link].
- Providing a valid email address and phone number is required for enrollment.

## 4. Earning Points

- Members will earn [X] points for every \$1 spent on eligible purchases.
- Points are awarded after payment is completed and the transaction is recorded.
- Points may be excluded for the purchase of gift cards, discounts, or special items.

## 5. Redeeming Rewards

- Members can redeem points for rewards as specified on [Retail Chain Name]'s loyalty page.
- Points have no monetary value and cannot be exchanged for cash.
- Rewards are subject to availability and may change without notice.

## 6. Account Management

- Members may check their points balance and transaction history by logging into their account.
- It is the member's responsibility to keep account information up to date.

## 7. Expiration and Termination

- Points will expire [X] months after accrual if no qualifying purchase occurs during that period.
- [Retail Chain Name] reserves the right to terminate accounts for misuse or fraud.

## 8. Changes to the Program

[Retail Chain Name] may modify, suspend, or terminate The Program and its benefits at any time at its sole discretion, with or without prior notice.

## 9. Contact Information

For questions or assistance, please contact our customer service at [phone/email/website].

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