

Customer Loyalty Program Policy Template

[Retail Chain Name]

Effective Date: [MM/DD/YYYY]

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].

