



# Loyalty program

C&C Fidelity Card

“Loyalty Program” Regulations  
and Fidelity Card Terms of Use

## 1. PURPOSE OF THE ROYALTY PROGRAM

Following enrollment in the Loyalty Program, C&C S.p.A., with its registered office in Bari, Viale L. Einaudi 10, VAT no. 05685740721, provides benefits and services to C&C customers who wish to use them at “C&C” branded stores and on the website [www.cec.com](http://www.cec.com), in accordance with the terms and conditions of these regulations (the “Regulations”).

## 2. ISSUING FIDELITY CARD

To enjoy the benefits of the Loyalty Program, the customer will be asked to become a holder of the Fidelity Card (also referred to as “Fidelity Card” or “C&C Fidelity Card”). The issuance and use of the Fidelity Card are governed by the conditions outlined below, which the customer should read carefully.

Any individual (excluding sole proprietorships), provided they are of legal age, can join the Loyalty Program and request the issuance and activation of a Fidelity Card registered in their own name. This can be done by requesting it at “C&C” branded stores, where the customer will be asked to complete the online registration form available on the website [www.cec.com](http://www.cec.com).

The Fidelity Card is personal, non-transferable, and can only be used at “C&C” branded stores.

In case of theft or loss of the Fidelity Card, it's advisable to report it to C&C S.p.A. and immediately request its blocking and the free issuance of a new one. The replacement of the Fidelity Card will not in any way prejudice the benefits the customer has accumulated up to that point with the use of the replaced Fidelity Card.

## 3. CONTENTS OF THE REGULATIONS

The activation of the Fidelity Card, as per the methods described in point 2 above, implies the customer's acceptance of these Regulations.

The complete version of these Regulations is available for consultation on the website [www.cec.com](http://www.cec.com) and at all participating “C&C” branded stores.

C&C S.p.A. reserves the right to periodically modify, even partially, these Regulations. Any such modifications will take effect 10 (ten) consecutive days after their publication on the website [www.cec.com](http://www.cec.com).

Therefore, interested customers are encouraged to regularly visit [www.cec.com](http://www.cec.com) to stay updated on any changes.

If a customer does not accept the modifications made, they will have the option to cancel their enrollment in the Loyalty Program. This option is, in any case, available to them at any time as specified below.

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### C&C S.p.A.

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However, using the Fidelity Card after the modifications have come into effect constitutes conclusive acceptance of the changes.

#### **4. BENEFITS OF THE FIDELITY CARD**

The Fidelity Card grants access to news, discounts, and promotions via email or SMS, and keeps its customers informed about events organized by C&C S.p.A.

Specifically, among these events, C&C may periodically organize special promotional events for its customers featuring point collection based on purchases at "C&C" stores, which will then entitle customers to further benefits. These promotional events will have a limited duration, and their respective regulations will be published and disseminated before their start and throughout their validity period.

Thanks to the Fidelity Card, C&C customers can also benefit from special services reserved for Loyalty Program members, as well as special agreements with commercial partners. Timely notice of each of these benefits will be provided, along with explicit information on the applicable terms and conditions.

To ensure full access to all benefits linked to the Fidelity Card, including participation in periodic promotional events, C&C S.p.A. will send specific communications to its customers enrolled in the Loyalty Program, in compliance with the privacy policy mentioned in point 7 below.

#### **5. DURATION OF THE LOYALTY PROGRAM AND THE FIDELITY CARD**

The Loyalty Program has a two-year duration, while the Fidelity Card itself has no expiration date, subject to the right of withdrawal mentioned in point 6 below, and C&C S.p.A.'s right to send specific communications to its customers to verify their continued interest in enjoying the benefits of the Loyalty Program.

C&C S.p.A. reserves the right to temporarily or permanently suspend this Loyalty Program at any time, without the customer being able to claim anything in this regard (with due respect to rights already acquired by the customer up to that point). This will be communicated on its website [www.cec.com](http://www.cec.com) and/or at "C&C" branded stores and/or directly to all customers enrolled in the Loyalty Program.

Furthermore, with prior notification, C&C S.p.A. reserves the right to deactivate the Fidelity Card and the customer's associated profile if it is determined that the customer no longer wishes to receive updates regarding products and events organized by C&C.

#### **6. RIGHT OF WITHDRAWAL**

Any customer who has enrolled in the Loyalty Program and therefore holds a Fidelity Card can withdraw from the Loyalty Program at any time by writing to C&C S.p.A., Viale L. Einaudi, 29, 70125 – Bari, Italy, or by contacting C&C Customer Service available on the website [www.cec.com](http://www.cec.com).

#### **7. PROCESSING OF PERSONAL DATA**

The data provided for joining the Loyalty Program will be processed in accordance with the regulations on personal data protection, as specified in the dedicated "Information on Personal Data Processing" available here and at all "C&C" branded stores. This information also details all the rights that customers can exercise regarding the processing of their personal data.

This data, collected and processed with the utmost respect for privacy, may also be used by C&C S.p.A. to gain effective knowledge of its customers' needs and to create advantageous commercial offers,

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#### **C&C S.p.A.**

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promotional initiatives, and other benefits and services reserved for Loyalty Program members, within the limits and conditions specified in the dedicated "Information on Personal Data Processing."

We invite customers to keep their identification and contact details updated, according to the methods outlined in the aforementioned "Information on Personal Data Processing."

Please note that requesting the deletion of your personal data will inevitably also result in the deletion of any points accumulated on the customer's Fidelity Card, as well as any other rights already accrued related to it. Therefore, to avoid misunderstandings with customers, at the time of requesting the deletion of their personal data (as well as when exercising any other right incompatible with the continuation of the Loyalty Program), the customer will be informed of any consequences their request will entail regarding the Loyalty Program.

## **8. CONTACTS**

For any information relating the Loyalty Program, the customer can contact C&C S.p.A.'s Customer Service, available on the website [www.cec.com](http://www.cec.com).