

Blues Loyalty Membership – Terms and Conditions

This document contains a summary of the key provisions affecting individual members but the summary is only a guide. Birmingham City Football Club is regulated by the EFL which shall govern the position should there be a conflict. In addition, this document contains some further Terms and Conditions which you must agree to. These Terms and Conditions prevail in the event of any conflict or inconsistency with any other communications, including advertising or promotional materials. English law applies to our relationship with you.

Definitions

- 'You' and 'member' means the purchaser or beneficiary of membership benefits for the Blues Loyalty Membership scheme.
- 'We' and 'us' and 'the club' means Birmingham City Football Club, Registered in England No: 27318.
- Registered Office: St. Andrew's Stadium, Birmingham, B9 4RL.
- 'The membership scheme' means the Blues Loyalty Membership scheme.
- 'Member card' is the card that we give or send to you to use.
- 'Blues Loyalty Points' means the electronic credits issued in the membership programme for use in conjunction with the membership card.
- 'Blues Store' means the Club Shop located on Cattell Road.
- 'Client reference' is the reference assigned to you as a BCFC customer.
- 'Our partners' means carefully selected third parties.
- The scheme exists to reward members for their loyalty and expenditure with Birmingham City Football Club.

Blues Loyalty Adults is for Members aged 18+

Blues Loyalty Teens is for Members aged 13-17

Blues Loyalty Kids is for Members aged 0-12

1. Purchasing Membership

- We reserve the right to refuse any application for membership.
- You can purchase a membership in the following ways:
- Online by visiting www.bcfc.com
- Telephone by calling 0121 772 0101 and selecting option 2, and then option 4.

1.1 Ownership of the card

Your membership card is issued by the club and remains the property of the Club. Your card is evidence of your membership and you may be required to produce this in certain circumstances. Your membership card is not a credit card, cheque guarantee card, debit card or a savings account.

1.2 Change in personal details

If you change your name or address please contact the Birmingham City Football Club Ticket Office on 0121 772 0101 selecting option 2, then option 4 and finally option 1 so that we can update your details. Please quote your name and postcode to help us to find your record.

1.3 Card Usage

Your membership card can only be used with the club and cannot be used in conjunction with any other scheme. You can use your membership card when purchasing from the Club (see 2). Your membership card can only be used by and for the benefit of the member named on the front of the card. You must not use it as a charity, trust, sole trader, partnership, company or other kind of business card.

1.4 Changes to the membership scheme

We can change the conditions of the membership scheme at any time without giving you notice and at our discretion.

2. Earning points

To earn points you must present your membership card at the beginning of a transaction. If you make purchases online or over the telephone you must quote your client reference number in order to earn points.

Your points shall be awarded to your card by way of percentage calculation. 10% of each spend in the Blues Store or Online Store including ticket office will be credited to you as Blues Loyalty Points.

2.1 Redeeming points

Points can only be redeemed at Blues Ticket Office, Blues Store and on the Blues Loyalty section of the website. i.e., they are not available via Ticketmaster. In order to spend accrued points, you are required to show your membership card, or quote your client reference number to the Ticket Office or Blues Store*.

*exclusions apply please see appendix 1

Season ticket holders and Blues Loyalty Members will earn the following points;

- 10% in points for spends on home league tickets and retail online or in the Blues Store.

2.2 When can points be redeemed?

- Points are not available for redemption immediately:
- Points awarded from ticket sales shall be redeemable after 24 hours.
- Points awarded from Blues Store sales shall be redeemable after 28 days.
- Up to a maximum of 50% of the overall value may be redeemed as points against retail items excluding adidas home/away replica shirt where a maximum of 500 is allowed.
- Blues Loyalty Kids and Teens can only redeem on the Blues Loyalty Portal.
- Blues Loyalty Kids and Teens cannot earn points from purchases.
- Blues Loyalty Points are not transferable.

2.3 Benefits

- Exclusive home league ticket prices for every Blues Loyalty Member
- Membership card
- Membership certificate and Birthday card for kids and teen members.
- Chance to earn Blues Loyalty points here at the club
- Priority booking period for away league and cup matches
- Exclusive access to Blues Loyalty events
- Discounts and offers from our selected Blues Loyalty Partners
- Blues Loyalty Kids and Teens members will receive 500 bonus Blues Loyalty points to be used on the Blues Loyalty section of the website
- Loyalty Points to redeem back at the Club** - includes up to 500 points on Adidas Products
- Discounted away travel***

*conditions apply please see appendix 2

**Points cannot be spent towards the value of any cup game or any away game.

***Only available for selected fixtures

2.4 Refund or return of goods

If you purchase goods from us and return them for a refund we shall remove/amend any points you have earned from your card.

2.5 Expiry of points

All unspent points balances will be removed on the 30th June each year. Subject to change.

3. Renewal

Your Blues Loyalty Membership is seasonal and will expire, unless renewed, on 30th June. Subject to change.

4. Lost or Stolen card

If your card or client reference details have been lost or stolen you must tell us immediately. You can do this by phone on 0121 772 0101 selecting option 2, then option 4 and finally option 1 or by email to: marketing@bcfc.com. You will need to provide your name and client reference number.

4.1 Charges

There will be a charge of £5.00 to replace a lost membership card.

5. Cancelling your Membership

You may cancel your membership by calling 0121 772 0101 selecting option 2, then option 4 and finally option 1, or by writing to us at, Blues Loyalty Membership, Ticket Office, Birmingham City Football Club, St. Andrew's Stadium, B9 4RL.

6. If we cancel your Membership

There may be circumstances where we believe it is inappropriate for an individual to remain in membership/be a member. We reserve the right to cancel an individual's membership in such circumstances, although we will always communicate the reasons to the member and provide you with the opportunity to discuss this with us before taking a final decision. Upon the cancellation of your membership by us or you, you shall not be entitled to receive any reimbursement or compensation for points earned.

7. Complaints

Should you have any concerns or complaints about this service please contact the Customer Services Manager Rachele Johnson at Rachele.Johnson@bcfc.com or by post at Customer Services Manager, Birmingham City Football Club, St. Andrew's Stadium, B9 4RL.

8. Data protection and our responsibilities to you

We take our responsibilities for data seriously. The Blues Loyalty Membership scheme will use your information to:

- provide the products and services you need
- improve the quality of our products and services to you
- provide you with offers that we believe will interest you.

We may want to tell you by post, email, SMS, or other computer methods about a wide range of offers, which may interest you. There will be an option to opt out of future communications should you wish to do so. We may monitor or record telephone calls and/or emails for security reasons and to improve the quality of our service to you. Please note that we will disclose personal information to fraud prevention and other agencies to help prevent crime or where we suspect fraud. You have a right to receive a copy of the personal data that we hold about you. There will be a charge of £10 towards the cost of administration.

8.1 When can we tell someone else about your account?

We will not give details of your account or your name and address to anyone unless:

- The law says we must, we have a public duty to do so; or it is necessary to protect our interests.

8.2 Contacting us about your membership record

We will accept instructions and queries from you by letter, email, or by telephone. Providing:

- The letter is signed by the cardholder
- Your email address has been registered with us
- We are able to verify your account with us.

9. Blues Loyalty Aston Villa package option

Ticket voucher is valid and exchanged for one adult match ticket anywhere in the stadium, excluding club class.

You must have a previous purchase history to be eligible to redeem this ticket.

10. Appendices

10.1 APPENDIX 1 - Redeeming points

Points cannot be redeemed against the value of any cup game or any away game ticket.

10.2 Appendix 2 - Benefits

Priority purchasing above general sale shall only apply provided that:

1. You have purchased ticket(s) for at least one away league game.
2. You have purchased ticket(s) for at least one game in the relevant cup competition.

Higher purchasing priority may be given to Blues Loyalty Members who have been to a number of games in the relevant competition*.

Priority is based solely on the current season. *priority purchasing is subject to availability and shall be communicated when applicable.