The Rye Bakery Loyalty Scheme

Loyalty Scheme Terms and Conditions

FOR SOLICITOR REVIEW | Version 1.0 | Prepared 26 October 2026

Operator: Jempsons Bakers Ltd (company number 03807207), trading as The Rye Bakery. Registered office: Jempsons Superstore, Main Street, Peasmarsh, Rye, East Sussex, England TN31 6YD.

Effective date: to be inserted on approval

1. About the scheme

1.1 These terms apply to The Rye Bakery digital loyalty scheme (the **Scheme**) operated by Jempsons Bakers Ltd (**we**, **us**, **our**). By joining, you agree to these terms. They should be read with our separate Scheme Privacy Notice and any terms displayed for a particular reward, voucher or promotion.

1.2 The Scheme is available at participating The Rye Bakery coffee shops in England. We aim to offer it at all of our coffee shops, but a store may be temporarily unable to participate because of a technical or operational issue. Ask the store if unsure.

1.3 You do not pay a membership fee. Scheme points and vouchers are promotional benefits; they are not cash, electronic money or a stored-value account.

2. Who can join

2.1 Membership is open to individual customers aged 16 or over. By joining, you confirm that you are at least 16 years old. We may ask you to verify your age where reasonably necessary.

2.2 Each individual may hold only one Scheme account. You must register using your own accurate first name, surname, email address and mobile telephone number. We use unique email addresses and telephone numbers to help prevent duplicate memberships and repeated welcome benefits.

2.3 Your full date of birth is optional. If you provide it, it must be accurate. You may correct a genuine error, but you must not repeatedly change it to obtain birthday benefits or other promotions. Contact us if you need assistance with a correction.

2.4 The account, loyalty pass and points are for personal use and must not be sold, shared or transferred. We may verify information where reasonably necessary to check eligibility or investigate misuse. Staff may join and earn points on eligible personal purchases, including purchases made using an applicable staff discount.

3. Joining and using your digital pass

3.1 Join through our registration website, usually reached by scanning a QR code in store. After registration you can add your pass to Apple Wallet or Google Wallet on a compatible device. There is no separate Rye Bakery app.

3.2 Your pass identifies your Scheme account at checkout. You are responsible for keeping your account details correct and for taking reasonable care of your pass and access to your email and device.

3.3 If you replace or lose your phone, contact us at **mail@jempsons.com** to request that your pass be resent. Reissuing or transferring the pass does not create a new account or a second welcome entitlement.

3.4 Apple Wallet, Google Wallet and your device are provided by third parties. Some functionality depends on compatibility, device permissions and availability. Their separate terms and privacy notices also apply to their services.

4. Earning points

4.1 You earn **10 points for each £1 of eligible expenditure actually paid** on qualifying purchases made in person at participating stores. Points are calculated for the eligible net amount paid on the transaction after discounts and the value of any voucher or reward used.

4.2 We calculate points by multiplying that eligible amount in pounds by 10 and then rounding the resulting points to the nearest whole number, with half-points rounded up. For example, £0.50 earns 5 points; £7.55 earns 76 points. Points are rounded **per transaction**, not per item.

4.3 Eligible purchases currently include products sold through participating store tills, including food, drinks and other items, unless a particular offer says otherwise. We do not currently sell gift cards. **No points are earned on online orders, third-party delivery orders or other purchases not completed through a participating in-store till.**

4.4 If part of a transaction is paid using points-funded rewards, vouchers or discounts, points are earned on the remaining amount actually paid by an accepted payment method, not on the free or discounted value.

4.5 Present your Scheme pass for scanning at checkout before the transaction is completed. We do not normally award points retrospectively where you forgot to present the pass. If our till or loyalty system prevented collection, email **mail@jempsons.com** with the date, store and proof of purchase. We will investigate and, where the eligible purchase and system problem can reasonably be verified, add the missing points manually.

4.6 Points may take a short time to appear. Please contact us if your balance looks incorrect. We may correct evident calculation, technical or administrative errors.

5. Refunds and returned purchases

5.1 If an eligible purchase is refunded or reversed, we will deduct the points originally earned on the refunded amount. For a partial refund, we deduct the corresponding points, using the same calculation and rounding principles.

5.2 Where those points have already been redeemed, your points balance may temporarily become negative. Future points earned will first reduce that negative balance. A negative points balance is **not a debt payable in money**, but you cannot redeem points until you have enough available points.

5.3 We may also correct or cancel a reward or voucher generated from points or a transaction which is subsequently reversed, taking account of the circumstances and your statutory rights.

6. Points, rewards and redemption

6.1 **Points do not expire while your membership remains open**, although vouchers or rewards issued in exchange for points may have their own expiry dates. Points are not redeemable for cash and have no fixed monetary exchange rate.

6.2 Available rewards and the number of points needed are shown in the current online reward catalogue or on your pass. For example, a reward may require 300 points for an eligible hot drink. Product eligibility and any expiry will be displayed for the particular reward.

6.3 When you redeem points for a reward, the required points are deducted. The resulting reward or voucher may have a stated redemption deadline. Please check that deadline before confirming redemption; **unused expired vouchers normally cannot be reinstated and redeemed points are not automatically refunded**, except where we are required to do so by law or need to correct our error.

6.4 We may add, remove or change the **future** reward catalogue, eligibility and points requirements. We will not normally cancel a valid reward already issued to you merely because the catalogue changes. If an advertised reward is unavailable, we will seek a reasonable remedy, such as an appropriate alternative or return of the points used, where appropriate.

6.5 A reward described as an eligible hot drink covers only the drink products configured as eligible in our till/loyalty system. Separate chargeable extras, such as an extra shot or syrup sold as another product, are not included unless the individual reward says otherwise. Components already included in an eligible drink product remain included.

6.6 More than one reward or voucher may be used in a transaction where the till and the individual offer terms allow it. Some offers may state restrictions on combining benefits. Rewards are subject to stock and service availability, and do not entitle you to cash or change.

7. Welcome, birthday and promotional vouchers

7.1 Welcome voucher. A new member who affirmatively chooses to receive Rye Bakery marketing through the optional marketing preference when joining is offered one single-use voucher for an eligible hot drink, normally sent by email. It expires eight weeks after issue. Eligible products, the exact expiry time and any additional restrictions are shown with the voucher. Only one welcome voucher is available per person, including after deleting and rejoining an account.

7.2 Birthday voucher. Members who have provided an accurate date of birth and agreed to Rye Bakery marketing may receive the birthday reward described on the voucher and its offer-specific terms. The birthday reward window opens 168 hours before the member's birthday and closes 840 hours after the birthday, using the dates and times applied by the loyalty system and shown on the voucher. The current birthday reward and eligible products may change without amending these Scheme terms. Late registration, changes of birthday and other eligibility conditions may be specified with the offer.

7.3 We may also offer double-points events, new-store promotions, seasonal benefits or other vouchers. Each offer may be limited by date, store, eligible product, customer group or other conditions, which will be stated with the offer.

7.4 Welcome, birthday and personalised promotional vouchers are **issued to the named member and should not be forwarded, sold, transferred or shared for another person to use**. The fact that an emailed voucher can technically be forwarded does not make it transferable under these terms.

7.5 Promotional vouchers are separate from core points membership. You can join, earn points and redeem points-funded rewards without agreeing to marketing. If you turn marketing off in your online account, we stop issuing you new promotional messages and vouchers after the change takes effect. Vouchers already validly issued will normally remain usable to their stated expiry, unless their own terms or a lawful cancellation reason provides otherwise.

7.6 Vouchers and offers have no cash value, cannot be redeemed for money or change and cease to be valid after their stated expiry. We may correct errors, refuse suspected misuse and cancel vouchers obtained fraudulently. This does not affect your statutory rights.

8. Marketing and privacy

8.1 Joining the Scheme does not itself give permission for marketing. You can choose “Yes” in the optional marketing drop-down when joining, or later in your online account, to agree to Rye Bakery promotional messages and vouchers by email and through your digital Wallet pass. If you leave the field blank or choose “No”, you have not agreed to receive marketing. We do not send SMS marketing. Enabling Wallet notifications on your device does not itself mean you have agreed to marketing.

8.2 You can change or withdraw your Rye Bakery marketing preference at any time in your online loyalty account, accessible from the link on the back of your Wallet pass. If you cannot access the online settings, you may ask us to stop marketing by emailing mail@jempsons.com. We will action requests as soon as reasonably possible. You may separately control whether Wallet notifications appear through your phone settings. Turning off phone notifications does not itself change the marketing preference stored in your loyalty account.

8.3 We use personal information in accordance with our Scheme Privacy Notice, including through LoyaltyDog and our Epos Now till integration. Apple and Google operate their own Wallet services and privacy arrangements.

9. Misuse, suspension and closing your account

9.1 We may investigate activity that reasonably suggests fraud, duplicate membership, manipulation of purchases or refunds, altered birthday details, unlawful use, or a material breach of these terms. We may suspend an account while investigating and may correct or cancel points or rewards obtained through misuse. We will act proportionately and, where appropriate, explain our decision and consider any explanation you provide.

9.2 We may close an account for a serious or repeated breach or where reasonably necessary to protect the Scheme, our staff, customers or systems. You may ask us to review a decision by emailing **mail@jempsons.com**.

9.3 You can request deletion of your Scheme account. Closing an account permanently ends that membership and cancels any remaining points, unused vouchers and offers; they cannot be restored on rejoining. Personal information is handled on closure as explained in our Privacy Notice and as required by law. A new registration does not create an entitlement to a further welcome voucher.

10. Changing or ending the Scheme

10.1 We may make reasonable changes to the Scheme or these terms for operational, legal, security or commercial reasons, including changes to how points are earned or redeemed. Routine additions/removals of **future** catalogue items may be made without individual advance notice.

10.2 We will normally give at least 30 days' advance notice before making material changes to these terms or the Scheme that disadvantage existing members. We may act sooner where reasonably necessary to comply with law, protect security, prevent fraud or respond to an urgent issue. We will explain significant changes through an appropriate Scheme channel. Minor updates and routine changes to the future reward catalogue may be made without individual advance notice.

10.3 If we decide to close the Scheme, we will normally give at least 30 days' advance notice, explaining the closure date and how any remaining points and valid rewards may be used during that period. Benefits not used by the closure date will then cease to be available, subject to applicable consumer law and any further arrangement we announce.

10.4 These terms do not permit us to change or withdraw benefits unfairly or remove rights given to customers by law.

11. Problems, liability and contact

11.1 We aim to operate the Scheme with reasonable care. Temporary downtime, network failures or errors may affect pass scanning or balances; section 4.5 explains how to request corrections for verified system failures.

11.2 Nothing in these terms excludes or limits liability for death or personal injury caused by negligence, fraud, fraudulent misrepresentation or any liability that cannot lawfully be excluded. Your statutory consumer rights remain unaffected.

11.3 Contact **Jempsons Bakers Ltd, trading as The Rye Bakery**, at **mail@jempsons.com** or write to Jempsons Superstore, Main Street, Peasmarsh, Rye, East Sussex, England TN31 6YD.

11.4 These terms are governed by the law of England and Wales, subject to any mandatory rights that apply to you as a consumer. Relevant courts will have jurisdiction in accordance with applicable consumer law.