

# THE CAMBRIDGE GAMING CENTRE LOYALTY CARD ENROLLMENT FORM

PLEASE PRINT IN **CAPITOL LETTERS** USING A BLACK OR BLUE PEN. PLEASE ENSURE THAT THIS FORM IS SUBMITTED FULLY **COMPLETED, ACCURATE AND LEGIBLE.**

Welcome to



Select one only:

- I am a **new applicant** and have no knowledge of playing 'bingo'.
- I am a **new applicant** and have played bingo. How many times a month do you play ? \_\_\_\_\_
- I am requesting a replacement card. My old card number is (if known): \_\_\_\_\_
- I am changing my personal information. My card number is: \_\_\_\_\_

Please select one:

- Mr.  Mrs.  Ms.  Miss

Please select Gender:

- Male  Female

Date of Birth:

Month Day Year

First Name: \_\_\_\_\_

Middle Initial: \_\_\_\_\_

Last Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

Apt. No: \_\_\_\_\_

City/Town: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Province: \_\_\_\_\_

Alternate Address:

- Rural Route  P.O. Box \_\_\_\_\_

# for Alternate Address: \_\_\_\_\_

City/Town \_\_\_\_\_

Home Telephone: \_\_\_\_\_

(Area Code)

Business Telephone: \_\_\_\_\_

(Area Code)

Ext. \_\_\_\_\_

e-mail address: \_\_\_\_\_

Cambridge Gaming Centre Loyalty Card undertakes to maintain in the strictest confidence all information provided by you and any information that we gather as a result of your purchases. From time to time the information provided by you or the information gathered may be used to furnish you with information (this data will be used only by THE CAMBRIDGE GAMING CENTRE LOYALTY CARD) and/or offers which we feel may be of interest or value to you.

If you do not wish to receive this information or these offers from us, check this box.

By signing this enrollment form and/or first time usage of THE CAMBRIDGE GAMING CENTRE LOYALTY CARD, you signify your acceptance of the Terms and Conditions of THE CAMBRIDGE GAMING CENTRE LOYALTY CARD REWARDS PROGRAM as stated on the back of this enrollment form.

Customer's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

New Member Card # \_\_\_\_\_

## **INTENT OF THE CAMBRIDGE GAMING CENTRE LOYALTY CARD PROGRAM**

The intent of this program is to reward our repeat and loyal customers with draws and incentives that are not available to the general public. A CAMBRIDGE GAMING CENTRE LOYALTY CARD member opens themselves up to unique prize opportunities and other offers we may present. Such prizes and offers are gifts and tokens of appreciation and are not to be viewed, as something owed to our players.

## **PARTICIPATION IN THE PROGRAM**

Enrollment, membership and all related benefits of THE CAMBRIDGE GAMING CENTRE LOYALTY CARD Program are offered at our discretion. Participation in THE CAMBRIDGE GAMING CENTRE LOYALTY CARD Program will be completely optional and offered to all hall patrons. Anyone wishing to participate in the program will be asked to complete a short application form. All patrons who return a FULLY COMPLETED application form will immediately be provided with a membership card, which he/she can begin to use without delay.

By enrolling in THE CAMBRIDGE GAMING CENTRE LOYALTY CARD Program or collecting loyalty points, you agree that you have read and understand these Terms and Conditions and are bound by all of them, as changed from time to time, and you consent to our collection and use of your personal information in accordance with our Privacy Commitment (see below).

To enroll, you must be at least 18 years of age. If we accept your application for enrollment, we will establish an Account in your name and issue you THE CAMBRIDGE GAMING CENTRE LOYALTY CARD. You may only collect points on one Account. It is your responsibility to immediately tell us if your Card is lost or stolen.

THE CAMBRIDGE GAMING CENTRE LOYALTY CARD Program, including all Loyalty points, Cards and every other certificate or document pertaining to The CAMBRIDGE GAMING CENTRE LOYALTY CARD Program and all rights relating to them, are and will remain our property. You may not sell, exchange, give, charge or otherwise dispose of any loyalty point or points. Loyalty points can be redeemed or accumulated at the member's discretion.

## **COLLECTION OF LOYALTY POINTS**

You must identify yourself as a CAMBRIDGE GAMING CENTRE LOYALTY CARD holder and present your Card when dealing with the CAMBRIDGE GAMING CENTRE. While similar programs may be offered in other towns, provinces, countries, etc., our Program entitles you to collect loyalty points only from the CAMBRIDGE GAMING CENTRE. Initially you may only use your card at the issuing hall. We will credit your account with only loyalty points you earn by dealing with the authorized Gaming Centre.

We may refuse to record or honour loyalty points in your Account, or if already recorded, we may cancel them, if we cannot confirm that they were properly issued or obtained. If you believe that any Account Summary showing the number of loyalty points in your Account is in error, you must tell us within 30 days of the error or it will be deemed correct except for excess reward points improperly noted on it. We may require documentation to support your claim.

Loyalty Points will be rewarded for each "VISIT" the patron makes to The CAMBRIDGE GAMING CENTRE. A "VISIT" is defined as one session of not less than 1.5 hours as defined by the Alcohol and Gaming Commission of Ontario. Points CANNOT be rewarded for any gaming product or service within the Gaming Centre.

Upon visiting THE CAMBRIDGE GAMING CENTRE, members will be required to present their loyalty card to a pre-designated employee for scanning. The centre employee will scan the membership card directly into the computer database and loyalty points will automatically be credited to the members account. If desired by the member, a computer-generated receipt will be available. This receipt will list the member's name; their points earned this visit and their total points available.

Loyalty Points will be awarded at a rate of 300 points per visit. In keeping with accordance to the ALCOHOL AND GAMING COMMISSION OF ONTARIO, we are not able to increase or decrease the amount of points in relation to the amount of money spent on gaming products.

## **REDEMPTION OF LOYALTY POINTS**

Only the Authorized Card Holder may redeem THE CAMBRIDGE GAMING CENTRE LOYALTY CARD points and only those points recorded in your Account at the time of redemption. All Account balances are subject to verification prior to Reward Issuance. Once loyalty rewards are issued, no changes or refunds whatsoever are permitted, even if the ballot is lost, stolen or destroyed. We assume no responsibility for any loss, damage, defect, injury, death or expense relating to any Reward, or for your Rewards not turning out as you expected for whatever reason.

THE CAMBRIDGE GAMING CENTRE LOYALTY CARD member will be offered two ways in which they may redeem their loyalty points. Both offers will consist of the member using their accumulated loyalty points to purchase "CHANCES" which will give them an opportunity to WIN PRIZES. "CHANCES" are ballot entries into pre-determined (by the member) draws.

**1) THE WEEKLY DRAW** - All weekly draw time periods will take place from 9:00am Monday to 11:59pm the following Sunday. A winner will be selected on the Monday following the last day of the draw time period. Weekly Draws will continue in this manner on a week-to-week basis. There will be 52 Weekly Draws in each calendar year. Each weekly draw will be purchased at a redemption rate of 600 points for every "Chance" issued. A member is entitled to purchase multiple "Chances" at a rate of 600 points for every "Chance" desired. Prizes for the weekly draws will be determined at a later date and will change from week to week.

**2) THE MONTHLY DRAW** - All monthly draw periods will take place on the first day of each month beginning at 9:00am. The draw period will run until the last day of the month at 11:59pm. A winner will be selected on the first day following the last day of the draw time period. Monthly Draws will continue in this manner on a month-to-month basis. There will be 12 Monthly Draws in each calendar year. Each monthly draw will be purchased at a redemption rate of 2,500 points for every "Chance" issued. A member is entitled to purchase multiple "Chances" at a rate of 2,500 points for every "Chance" desired. Prizes for monthly draws will be determined at a later date and will change from month to month.

All participants wishing to exchange their points for "Chances" will be required to provide their membership card to a pre-determined employee, advising which draw they would like to participate in. Controls have been built into THE CAMBRIDGE GAMING CENTRE LOYALTY CARD program to ensure that members can only redeem loyalty points awarded in their name and that they have sufficient points for the requested "Chance". The centre employee will scan the membership card directly into the computer database and the member's points will automatically be debited from the members account. All points debited will generate two copies of the receipt. The first copy will be provided to the member as their receipt and record of transaction. The second copy will be used as the member's ballot or "Chance" to enter the pre-determined draw. After the appropriate draws have taken place, all non-winning ballots will be destroyed.

## **COMMITTED TO YOUR PRIVACY**

We are committed to protecting your privacy. We collect and use your personal information to: (a) administer THE CAMBRIDGE GAMING CENTRE LOYALTY CARD Program, including the management of Accounts to accurately record and update reward point balances; (b) process THE CAMBRIDGE GAMING CENTRE LOYALTY CARD redemptions, including the issuance of ballots or rewards; (c) communicate information and offers to Members, Sponsors and Suppliers; (d) understand and analyze Members responses, needs and preferences; (e) develop, enhance, market and/or provide products and services to meet those needs; and (f) enable Members to participate in any promotions or contests that may be run.

Each member's personal information is considered a Loyalty asset; if our business is transferred to a new owner, Member personal information will be given to and considered an asset of the new owner

## **TERMINATION, CHANGES AND BREACH**

We may change these TERMS AND CONDITIONS, any aspect of the Program including point collection procedures, redemption procedures or any Rewards in any respect, all without notice and even though changes may affect the amount of Loyalty Points already accumulated. For example but, without limitation, we may add, delete or change Sponsors, Suppliers, time limits for collection and redemption, use of Loyalty Points, redemption conditions or procedures, or the number of Loyalty Points required for particular Rewards.

If it is deemed that THE CAMBRIDGE GAMING CENTRE LOYALTY CARD PROGRAM is not a success, we reserve the right, without notice to terminate this program at any time, at which time your points will become null and void.

If you commit fraud, misrepresent any information, violate any Terms and Conditions, abuse your Loyalty Program privileges or act in any other way to the detriment of us, our Sponsors or Suppliers or THE CAMBRIDGE GAMING CENTRE LOYALTY CARD Program, we may, without affecting our other rights, disclose such information requested by proper authorities, terminate your enrollment and/or cancel your Loyalty Points.

## **GENERAL**

These Terms and Conditions may be different from what you know about THE CAMBRIDGE GAMING CENTRE LOYALTY CARD Program. These Terms and Conditions constitute the entire agreement between you and us regarding your participation in the Program, your entitlement to collect and redeem Loyalty Points and your entitlement to any other benefits of the program.

We are the final authority as to the interpretation of these Terms and Conditions and as to any other questions or disputes regarding the program or any Reward.

Loyalty Points have no cash value and cannot be used to purchase GAMING CENTRE Products.

All materials and any notices from us will be sent to your address as in our records. Please tell us immediately if your address changes. It is your responsibility to ensure that the information we have in our database concerning your membership is up to date at all times.

**PLEASE NOTE:** Winners will be required to sign a standard declaration and release form, confirming compliance with the contest rules and releasing The Cambridge Gaming Centre their partners, and affiliates and their respective advertising and promotional agencies, from all liability. Winners are responsible for the proper use of prizes once awarded and acceptance of the prize as awarded releases, The Cambridge Gaming Centre, their partners and affiliates and their respective advertising and promotional agencies, from all liability.