

General rules of the Club

LA MIA FAMIGLIA

The club is organized as a loyalty program by Wine Food Market Ltd (hereinafter also referred to as "The Italians"), registered at 454/456 Chiswick High Road, W4 5TT, London UK. The company VAT Number is 243644411.

MEMBERSHIP AND CLUB CARD

Any customer over the age of 18 who duly completes the registration form can become a member. The form is available in printed form in all our stores or online at <https://theitalians.co.uk/membership/>.

Every new registered member who receives their loyalty club digital card is entitled to the club's benefits. The card is presented for purchases in The Italians stores. The card is non-transferable. Based on the presented card, points are charged for the purchases or services.

If the card is lost, the customer is obliged to report this fact in person at The Italians stores or by e-mail to manager@theitalians.co.uk. The card will be deactivated and a new identification code will be sent to the customer.

Club cards are the property of The Italians and they may only be used in accordance with these Terms and Conditions.

TERMINATION OF MEMBERSHIP

The member can terminate the membership at any time by sending a request to manager@theitalians.co.uk.

If the card is not used for more than 12 months, it will be deactivated and the account will be deleted. If the card is not used for 24 months, the data on this card will be permanently deleted in accordance with the relevant data protection regulations.

The Italians reserves the right to terminate participation in the club and deactivate the card for any customer, especially if:

- intentionally provided false information during registration;
- used the club card in violation of these rules;
- misused the benefits of a club or club card;
- misused trademarks or otherwise damaged The Italians reputation.

By terminating the membership and deactivating the club card, all points registered on the relevant customer account are cancelled at the same time. In case of disagreement with the sending of electronic correspondence, the club member can unsubscribe from the club via a specific link, which is part of the correspondence.

Claims arising from membership in the club are not legally enforceable.

BENEFITS

For every full £ 100 spent in The Italians stores, the customer gets 1 point. 1 point has a value of 1 £. Points are stored in the customer's account.

The customer can use the points for further purchases in all The Italians stores, for consumption in our shop. No points are credited to your account when you pay with gift vouchers or for goods purchased through third parties.

CLUB MEMBERS ENJOY THE FOLLOWING ADDITIONAL CUSTOMER BENEFITS:

- Replacement of the corked wine for free
- Preferential option to purchase limited productions
- Preferential opportunity to participate in individual The Italians events (tastings, themed dinners, cooking classes, etc.)
- No corkage fee when consuming wine purchased in our store for direct consumption.
- When buying a carton of 6 bottles a discount of 6% is applied. When buying two or more cartons, a discount of 12% is applied.
- Club members are sent newsletters and information e-mails, invitations

The Italians reserves the right to change the benefits at any time, and any change will be valid on the day of notification on the The Italians website. The benefits obtained are not transferable, they cannot be paid in cash, inherited or disposed of in any way. There is no legal claim to the benefits provided within the club.

CHANGES IN CONDITIONS AND CANCELLATION POLICY OF THE CLUB

The Italians reserves the right to change the terms and conditions of the club at any time. In this case, all members will be notified of the changes via the The Italians website or by e-mail.

The Italians further reserves the right to cancel the club at any time without giving a reason. These rules are valid from 1 May 2019.

Information on the principles of personal data protection, your rights and conditions for their exercise, processing of personal data and consent to the sending of electronic correspondence can be found on the website in the GDPR section.

We will be happy to answer all your questions at manager@theitalians.co.uk.

INFORMATION ON THE PROCESSING OF PERSONAL DATA

The Italians processes the personal data of club members for direct marketing purposes, to the extent that they have been provided via a registration form.

The Italians also processes information about the history of purchases and the use of promotions for club members.

The above-mentioned processing of personal data by The Italians includes:

- Written registration to the club in stores.
- Online registration for the club at <https://theitalians.co.uk/membership/>
- Segmentation of customers and marketing campaigns for club members, offers and invitations to marketing events.
- Sending e-mail campaigns to club members.
- Sending direct mails with invitations to marketing events
- Sending SMS messages to club members.
- Records of incoming members at marketing event

The Italians expressly draws the attention of customers to the fact that in order to personalize offers for specific customers (so-called targeted advertising), the customer's preferences are evaluated automatically ('profiling').

The customer has the right at any time to object to the processing of personal data for direct marketing purposes, as well as against profiling. Provided that the customer objects to the processing of personal data for direct marketing purposes, the company The Italians undertakes that the customer's personal data will no longer be processed for these purposes.

If the customer objects to profiling, The Italians undertakes to terminate profiling in relation to the customer. Upon termination of the processing of the customer's personal data, his membership in the club also expires, as the purpose of membership can no longer be fulfilled.

Personal data of customers may be transferred to selected external IT providers of The Italians or marketing activities mentioned above in the descriptions of personal data processing and on the basis of the relevant contract on personal data processing and must fulfil obligations in the field of personal data security to the extent specified by the GDPR. For the provision of such services, the Italians selects only those entities that provide it with maximum guarantees on the technical and organizational security of the protection of the personal data transmitted.

The Italians declares that it will process the customer's personal data for the time strictly necessary for the duration of the club membership.

In connection with the processing of their personal data, customers have the following rights arising from the GDPR:

- the right to access personal data (the right to obtain confirmation of the customer's personal data processing);
- the right to rectification (the customer has the right to have his inaccurate personal data corrected at his request, or to supplement incomplete personal data);
- the right to deletion (the customer has the right to have his personal data deleted, if one of the legal reasons is given);
- the right to restrict processing;
- the right to object;

By expressing his consent to these conditions, the applicant for membership confirms that he has read the Privacy Policy available on the website in the GDPR section.