

## **BENEFEET "BIRTHDAY PROMOTION" 2021**

### **Full Terms and Conditions**

*GEOX SpA, with registered office in via Feltrina Centro 16, 31044 Biadene di Montebelluna (province of Treviso), Italy. Tax Code and VAT No. 03348440268 (hereinafter the "Promoter", is organising the present promotional initiative called "Birthday Promotion" (hereinafter "Promotion"), valid from 1 January to 31 December 2021.*

*Any person entering the promotion is deemed to have unconditionally accepted these "Terms and Conditions", which will be available in all the participating Geox Shops and on geox.com, in the "benefeet" section.*

#### **1. Beneficiaries**

The beneficiaries of the Promotion are final consumers aged 18 or over that are already registered in the benefeet programme and all those who will subscribe during the Validity Period.

All employees and collaborators of the Promoting Company and any professional involved for any reasons in this Promotion (such as, by way of example, employees and collaborators of the companies from the Geox Group) are not entitled to participate.

#### **2. Geographic coverage**

The initiative is valid in all participating Geox Shops in UK (complete list on geox.com, "benefeet" section) and on geox.com, for purchases with shipping in UK.

The Promotion does not apply to Geox discount outlets.

#### **3. Validity period**

The Promotion is valid from 1 January 2021 to 31 December 2021.

#### **4. Details of the promotion**

On the birthday of benefeet member, Geox grants a 15% discount on the sales receipt total, for a purchase of any product, without any minimum spending threshold, made by the benefeet member.

In order to be eligible for the discount, the benefeet member must have indicated a valid and true date of birth in their profile.

It should be noted that any incorrect or improper indication of the date of birth in the benefeet profile will make it impossible for the consumer to take advantage of this promotion.

You can check that you have entered your correct date of birth in any Geox Shop and / or by accessing your profile on the benefeet personal web page on geox.com, if activated.

The Promoter reserves the right to carry out the appropriate checks at any time to verify the correctness of the data entered, including checks by its employees, and may also request a copy of the identity document be presented if this is deemed necessary.

#### **5. Further applicable conditions**

- The discount will be applied on the receipt total, for purchases of any type of product, and without any minimum spending threshold

- The discount will be applied automatically at checkout at participating stores or at the end of the transaction on geox.com, when the first purchase is made by the eligible consumer, in the period from 7 days before to 7 days after the date of the birthday.  
*Example: if the benefeet member has their birthday on 12 March, the discount shall be applied on the first purchase made between 5 March and 19 March inclusive.*
- The birthday discount is applied to the total value of the receipt / transaction before any discount coupon for the "Every step brings a benefit" promotion is redeemed; the use of such a coupon is only permitted if its value is equal to or less than the value of the receipt / transaction once the birthday discount has been applied.
- The birthday discount is also valid when sales and other promotions are in progress and may be combined with them and the discount coupons of the "Every step brings a benefit" promotion.
- Geox recognises the same discount for benefeet members, with the same procedures, for the birthdays of their children up to their 14th birthday, provided that the benefeet member has previously completed their own benefeet profile with the date of birth of their children at one of the participating Geox shops. The benefeet member can enter up to a maximum of 4 children and therefore can take advantage of a maximum of 4 birthday discounts for their children, in addition to their own birthday discount. Every birthday discount is applicable to a single purchase. Although a member may avail of multiple birthday discounts (e.g. one for their own birthday and one for the birthday of their child), they may not use a combination of the two discounts for the same purchase.
- In the case of return of a purchased item using the birthday discount, the following rules will apply:
  - For purchases and returns made at Geox participating stores, the 15% birthday discount can be used only if the articles are returned within its validity period, i.e. within 7 days from the birthday; if the return is made after this deadline, the value of the discount enjoyed at the time of purchase must be paid.

*Examples:*

a) *Returns within the validity period of the birthday discount:*

- *My birthday is on 12 March. On 5 March I bought a child product benefiting from the birthday discount. Therefore, I paid £ 42.50 instead of £ 50 for this item.*
- *On the 9th of March (i.e. within the period of validity of the birthday discount) I purchase a child product, (whose price, of £ 50, went down to £ 42.50 by virtue of the birthday discount and therefore generated 84 points); 84 points are subtracted and:*
  - *If I do not replace the product returned with another product at the same time, I receive a voucher of £ 42.50 (I am not credited with any points) and, if I use the goods voucher within the validity period of the birthday discount to purchase a product of the same original price of the returned product (50 £), I will not pay any difference and I will be credited 84 points;*
  - *If I replace the product returned with another child product worth the same amount (£ 50) I do not pay any difference and I will be credited 84 points.*

b) *Returns beyond the validity period of the birthday discount*

- *My birthday is on 12 March. On 5 March I bought a child product benefiting from the birthday discount. Therefore, I paid £ 42.50 instead of £ 50 for this item.*
- *On 20 March - and therefore beyond the period of validity of the birthday discount - I purchase a child product (the price of which, £ 50, went down to £ 42.50 by virtue of the birthday discount and therefore generated 84 points); 84 points are subtracted and:*
  - *if I do not replace the product returned with another product at the same time, I am issued a voucher worth £ 42.50 (no point is credited to me);*
  - *if I replace the product returned with another child product of the same price of the returned product (£ 50), I pay £ 7.50 - equal to the difference between £ 42.50 (cost of the product returned after the application of the birthday discount) and £ 50 (cost of the replacement product that does not benefit from the birthday discount) and I am credited with 100 points.*
- For purchases and returns made on geox.com, consumers will receive the 15% birthday discount again to be used on subsequent purchases. This is possible if the article is returned within 14 days from the delivery date, as established in the terms and conditions of purchase. The new birthday discount assigned will be available from the day following acceptance of the return and can be used for a single subsequent purchase on geox.com within 30 days following issue.

Please note that the conditions set out in this paragraph apply only in the case of purchase made on geox.com, subsequent return and new replacement order on geox.com.

To return a product purchased on geox.com, consumers must follow the procedures indicated on the site, in the "Returns and Refunds" section.

## 6. Processing of personal data

Those registering with "benefeet", Geox SpA with registered office in Biadene di Montebelluna (TV), Italy, Via Feltrina Centro no. 16, as Data Controller, may use the personal data provided by registered users to manage their subscription to the benefeet programme and allow them to access the discounts (or prizes) and initiatives referred to in this Regulation.

The processing will be carried out in compliance with EU Regulation 679/2016, General Data Protection Regulation (the "Regulation") and for the entire duration of membership of the benefeet programme.

By writing to [privacy@geox.com](mailto:privacy@geox.com), registered consumers will be able to exercise the rights set forth in articles 15 to 22 of the Regulation, including accessing their personal data, updating it, deleting it, revoking their consent, submitting a complaint to the competent authority for the protection of personal data.

The complete privacy notice about the processing of personal data of the members of the benefeet programme is provided during registration to the programme and is also available on [geox.com](http://geox.com), in the "benefeet" section.

## **7. Withdrawal from the benefeet programme**

Users wishing to cancel their subscription to the benefeet programme may make a specific request to the e-mail address [privacy@geox.com](mailto:privacy@geox.com), as specified in the privacy notice on the processing of personal data, provided during registration and also available on [geox.com](http://geox.com) in the "benefeet" section

Following the request for withdrawal from the programme, the personal data provided by users will be deleted, while any remaining points associated with the account and any vouchers issued will be cancelled.

Following the request for withdrawal from the programme, the user will also lose the right to take advantage of any promotion reserved for benefeet members (such as, for example, but not limited to, the "Birthday Discount" promotion), even those already running.

The lack of participation to the benefeet programme for a period of 5 years will result for the registered consumers in his/her participation being automatically cancelled from the program. Such deletion will be done at the end of the 5th year since his/her last action.

## **8. Amendment to these Full Terms and Conditions**

The promoter reserves the right to modify at any time the content of the articles of this Terms and Conditions in whole or in part, taking care that the changes made do not affect the acquired rights of the members of the programme. Any changes made to the present Rules will be communicated in advance to the members in the same way or in equivalent forms with which they have come to know the present Regulation