

## INTEGRATED REGULATIONS OF THE PROMOTIONAL INITIATIVE

### “GdV CARD LOYALTY PROGRAM”

#### 1. PROMOTING ENTITY

##### **GIOIELLI DI VALENZA – Gioielli di Valenza S.p.A. (sole shareholder)**

Via Vittorio Veneto, corner of Via Canonico Zuffi

15048 Valenza (AL) – Italy

VAT No. 01520470061

#### 2. TERRITORIAL SCOPE

The promotional initiative “GdV Card Loyalty Program” is valid for purchases made by natural persons at GIOIELLI DI VALENZA retail stores and online exclusively through the Gioielli di Valenza e-commerce website.

#### 3. DURATION

The promotional initiative shall start on **01/01/2024** and end on **31/12/2027**.

The Promoting Entity reserves the right to extend the initiative, informing GdV Card holders through appropriate notice published in the dedicated section of the website

[www.jewels-gv.com](http://www.jewels-gv.com) or through any additional methods deemed appropriate by the Promoting Entity.

#### 4. ADVERTISING MATERIAL

This promotional initiative will be advertised using methods deemed most appropriate by the Promoting Entity, such as posters, in-store signage, and website communications. All advertising messages related to the initiative will be consistent with these regulations.

#### 5. AVAILABILITY OF THE REGULATIONS

The full regulations will be available upon request at all GIOIELLI DI VALENZA retail stores and on the website [www.jewels-gv.com](http://www.jewels-gv.com)

#### 6. PARTICIPATION REQUIREMENTS

The loyalty card is named “**GdV Card**” and allows the holder to participate in this loyalty program promoted and managed by the Promoting Entity, granting access to special initiatives and discounts at GIOIELLI DI VALENZA stores and on the website [www.jewels-gv.com](http://www.jewels-gv.com)

The **GdV Card** is personal and issued completely free of charge.

The GdV Card is non-transferable and may not be used by third parties, except for cohabiting family members.

Each holder is entitled to only one GdV Card. The promotion is reserved exclusively for natural persons.

The GdV Card may be requested by completing the appropriate paper form in-store or by registering online in the dedicated area of the website [www.jewels-gv.com](http://www.jewels-gv.com)

#### **New cards from 01/11/2025**

From **01/11/2025**, due to technical requirements aimed at standardizing data management systems, the GdV Card may be requested exclusively via a dedicated App available in all retail stores and/or by registering on the online store at [www.jewels-gv.com](http://www.jewels-gv.com)

From **01/11/2025**, all Fidelity Cards must be associated with a valid personal email address. Registration will also require providing a telephone contact and date of birth.

## **Cards already existing as of 01/11/2025**

To standardize information, all customers holding a Fidelity Card issued before **01/11/2025** must, by **31/01/2026**, complete and/or register their Fidelity Card through the dedicated App available in all retail stores, associating it with a valid personal email address and providing a telephone contact and date of birth. Incomplete registration will result in the inability to accumulate points starting from **01/02/2026**, without prejudice to the right to use already accumulated points until their expiration.

### **Bearer cards – never activated by the customer**

All bearer cards, i.e. anonymous inactive cards that have never been registered and are not assigned to any named holder, if not activated by **31/01/2026**, will be cancelled and will no longer be activatable. To activate them by **31/01/2026**, customers may use the dedicated App available in all retail stores, associating the Fidelity Card with a valid personal email address and providing a telephone contact and date of birth.

Incomplete or untruthful communication of mandatory data will result in the inability to issue or the revocation of the GdV Card.

Any changes to the data provided must be promptly communicated via email to **fidelity@gioiellidivalenza.com**.

## **7. POINT ACCUMULATION MECHANISM**

During the promotional period, from **01/01/2024 to 31/12/2027**, all holders of a **GdV Card** who make purchases at **GIOIELLI DI VALENZA** retail stores and on the website [www.jewels-gv.com](http://www.jewels-gv.com) will receive **2 electronic points for every euro spent**, based on a single receipt.

Failure to present the GdV Card at the time of payment will prevent the accumulation of points and the enjoyment of any special benefits reserved for GdV Card holders and will not entitle the customer to receive points or benefits at a later date.

Points earned from each purchase are personal and attributable exclusively to a single account registered in the name of the GdV Card holder.

Points accumulated on an account are personal and may not be transferred to other accounts.

Each GdV Card holder may check their updated points balance by accessing their personal area on [www.jewels-gv.com](http://www.jewels-gv.com) or at the checkouts of the Promoting Entity's retail stores by requesting assistance from sales staff.

Following a transaction qualifying under this initiative, the customer may request a specific transaction slip relating to the completed purchase.

Points earned from purchases will be credited to the GdV Card within 3 working days from the purchase date, except in cases of force majeure (including, by way of example and not limitation, technical connection failures).

Points will be credited only after successful completion of payment. In the event of cancellations, any points earned will be deducted accordingly.

During the promotional period, the Promoting Entity may award additional points or offer further promotional benefits in connection with the purchase of specific products or services or the completion of certain activities by customers. Such initiatives will be communicated to customers through appropriate communication channels.

## 8. LIMITATIONS AND RETURNS

Gold-buying transactions (such as the purchase of used precious metal by the Promoting Entity) and customer purchases of investment gold (including, by way of example, gold bars, sovereigns, and gold coins) do not entitle customers to accumulate points.

Points will be awarded only upon the actual purchase of products, net of any discounts, vouchers, or gift cards.

Jewelry and watchmaking laboratory services (including, by way of example, repairs, resizing, battery replacement, etc.) do not entitle customers to accumulate points.

Any return of merchandise, regardless of the method of refund (store credit, cash voucher, etc.), will result in the deduction of the corresponding points. Point deductions will be calculated based on the net refunded amount.

The promotion is reserved for **natural persons acting as final consumers**. Purchases made using a VAT number are excluded from this initiative.

## 9. CONDITIONS FOR POINT REDEMPTION

Based on the number of accumulated points, the GdV Card holder may be granted a discount on purchases equal to €0.01 per point redeemed.

Points earned during the validity period of this promotional initiative must be redeemed by 30/06/2028. Any points that are still valid, earned but not used in connection with previous promotions, may also be redeemed under this initiative.

Unused points will remain valid on the GdV Card for no longer than six (6) months after the end of the promotional initiative and will therefore be automatically reset on 01/07/2028, without prejudice to the Promoting Entity's right to extend such deadline upon notice to consumers at retail stores and on the website [www.jewels-gv.com](http://www.jewels-gv.com).

Points earned following a purchase may be used immediately, including for a subsequent purchase, for any amount and without any minimum purchase threshold.

In the event of loss of the GdV Card, points will be forfeited unless the customer expressly requests a replacement GdV Card by contacting the Promoting Entity directly. In such case, the lost GdV Card will be cancelled and the points credited thereto will be transferred to the new GdV Card.

Gioielli di Valenza reserves the right to verify the accuracy of the points credited to the GdV Card and will promptly inform the customer in the event of any discrepancies. If the customer cannot be contacted, the Promoting Entity reserves the right to temporarily block the GdV Card.

The Promoting Entity further reserves the right to close the account of any holder who has participated in the initiative in breach of these regulations, who has accumulated points fraudulently, or in any other case where improper use of the GdV Card is established.

Under no circumstances may points be converted into cash, used as change, traded, sold, or used for profit-making purposes. Points may not be used for the purchase of products classified as investment gold.

By participating in this promotional initiative, consumers fully and unconditionally accept these regulations.

## 10. AMENDMENTS TO THE TERMS AND CONDITIONS

Any amendment or addition made to these regulations by the Promoting Entity will be communicated to GdV Card holders through appropriate informational notice published in the dedicated section of the website [www.jewels-gv.com](http://www.jewels-gv.com) or through any additional methods deemed appropriate by the Promoting Entity. In any event, the Promoting Entity declares that such amendments shall not prejudice or adversely affect the rights already acquired by participants.

## 11. CONTACTS

For information regarding the use of the GdV Card and for any assistance requests, customers may contact:  
Email: [fidelity@gioiellidivalenza.com](mailto:fidelity@gioiellidivalenza.com)

## 12. PRIVACY

Personal data provided or otherwise collected at the time of subscription to the GdV Card will be processed in compliance with applicable data protection laws and in accordance with the principles of fairness, lawfulness, transparency, and confidentiality.

Data will be processed pursuant to Regulation (EU) 2016/679 (GDPR), Legislative Decree No. 196/2003, Legislative Decree No. 101/2018, as amended.

Data Subjects: Fidelity Card Customers

For further information, please refer to the full and updated privacy policy available at the following link:  
<https://www.privacylab.it/informativa.php?09686345558>



## 13. COMPLIANCE AND WARRANTIES

The Promoting Entity shall not be held liable for any issues relating to access, impediments, malfunctions, or difficulties concerning technical tools, computers, cables, electronics, software and hardware, transmission and connection systems, telephone lines, or Internet connections that may prevent participants from accessing the Promoting Entity's website.

The Promoting Entity shall not be held liable for the non-delivery of communications resulting from the provision of incorrect, incomplete, or untruthful email addresses and/or personal data by participants.

The Promoting Entity shall not be held liable for postal delivery issues.

Participants who, at the sole discretion of the Promoting Entity or third parties appointed to manage the initiative, are found to hold points obtained through means or tools intended to circumvent randomness or otherwise deemed suspicious, fraudulent, or in violation of the proper conduct of the initiative, shall not be entitled to the benefits obtained. The Promoting Entity, or the companies appointed to manage the

initiative, reserves the right to take any action deemed appropriate, in compliance with applicable laws, to limit or prevent any attempt to circumvent the system implemented.

The Promoting Entity shall under no circumstances be held liable for any issues arising from the use of discounts and shall not be held responsible for improper use by participants. In the event of service disruptions, breakdowns, or malfunctions, the contractual terms of the supplier/producer/distributor shall apply, including any limitations or extensions related to such terms attached to the discount.

The use of the GdV Card is entirely optional, and purchases made at retail stores or through the online store may be completed without the obligation to provide GdV Card details.

In the event of loss or theft of the GdV Card, the holder must immediately notify, verbally or in writing, the staff of any GIOIELLI DI VALENZA retail store, who will promptly and free of charge initiate the card blocking procedures. Until such notification is received, the Promoting Entity shall not be held liable for any improper use of the GdV Card. Any points or benefits lost as a result shall not be refunded.

Failure to use the GdV Card for twelve (12) consecutive months entitles the Promoting Entity to cancel the card. The Promoting Entity reserves the right to cancel or withdraw the GdV Card at any time, at its sole discretion. The cardholder retains the right to withdraw at any time without obligation by providing written notice to the Promoting Entity and returning the GdV Card to any GIOIELLI DI VALENZA retail store; such return shall entail the forfeiture of any benefits accrued and not used by the GdV Card holder.

For any dispute, these regulations shall prevail. For any matter or dispute not expressly governed herein, Italian law shall apply.