



## *Regolamento*

### **1. PROMOTER**

The initiative, named MASSABOUTIQUE.CLUB, is promoted by the Francesco Massa s.r.l. Group (Corso Messapia 57, 74015 Martina Franca, TA - Italy - VAT 01724350739 - Tel. 080 4859148 - E-mail: [clienti@massaboutique.it](mailto:clienti@massaboutique.it)).

You can join the Massaboutique.Club via the release of the Massaboutique.Club Card.

### **2. DURATION OF THE INITIATIVE**

The promotional operation starts in June 2015 and the Francesco Massa s.r.l. reserves the right to define the expiry date at any time, after extensive communication to the beneficiaries, according to the rules reported in this Regulation.

### **3. EFFICIENCY ENVIRONMENT**

The promotion is valid in the Francesco Massa Group stores, both physical ones (located in Martina Franca) and online, according to the following list:

- Massa Uomo (Corso Messapia 57);
- Massa Donna (Via Berardo Leone 1/22)
- Massa 29 Uomo (Via Cesare Battisti 12)
- Massa 29 Donna (Corso Messapia 44)
- Massa Piccolo (Via Berardo Leone 1/26)
- Massaboutique.com (online e-store)

This list including physical and online stores as reported may be changed (additions, deletions, updated addresses, etc.). The Francesco Massa Group commits to make it always available in all its communication channels.

### **4. REGISTRATION PROCEDURE AND OPERATIONS**

The participation to the Massaboutique.Club operation is aimed to all Massa Group's adult customers with the authorization to the processing of personal data, through the subscription of the dedicated forms. Joining the Massaboutique.Club involves the release of a special Card. The customer participating in the initiative ensures that all data reported are correct and he/she is the exclusive responsible of them.

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The Massaboutique.Club Card are property of Francesco Massa Groups. The cards are black with white logo, made of PVC with barcode. The card release is upon customer's request and it follows two different requirements depending on the fact that it is released in a physical boutique or online.

- The card's release in physical boutique may be made at the end of a purchase, upon compilation and subscription of the dedicated form;
- The card's release online in the Massaboutique.com e-store may be required in the dedicated section, after having placed an order without returns. In fact, the customer can require and obtain the card if he has a "concluded" order in its personal profile, not returned.

The Massaboutique.Club Cards are free, nominative and personal non-transferable.

### **5. HOW ACCUMULATING SHOPPING POINTS**

In each Massa Boutique store (both physical and online) included in the list, you can cumulate **1 Massaboutique.Club shopping point (one) for 1 (one) Eur** spent, purchasing items and products for which the current legislation allows this type of promotional activity. The cumulating of shopping points depends on the real product's price, less any other cost (such as shipping costs, taxes, promotional coupon, etc.). The Francesco Massa Group reserves the right to change the rules defining the shopping points cumulating whenever.

You cannot trade or convert your shopping points into cash. The Massaboutique.Club is not a method of payment: you cannot convert your shopping points in products.

You cannot cumulate shopping points during sales times and for the purchases of evident discounted/promoted products. The benefits and discount of Massaboutique.Club are not usable with other promo.

**The total amount of 500 (five hundred) shopping points gives you the right to a store credit of 10 (ten) Eur.** You cannot require store credits of intermediate value.

You can use this kind of store credit in any moment of the year, in any Massa Group's store (both physical and online) included in the list. The store credits are automatically decreased from the total amount of the order as soon as they are available in your personal profile. You cannot postpone the use of store credit to next orders. The deduction of available store credits is automatically calculated in the online cart (for shopping online) and at the checkout (in physical boutiques).

The cumulated shopping points are available in your personal profile if you have the Massaboutique.Club Card. The shopping points collected thank to shopping online are available when the order is "concluded", so after the useful time to ask the return.

About the shopping in a physical Boutique, the shopping points are recorded on your Card immediately after the payment of purchased items after checkout. If you do not present the Card before the payment, the Massa Group cannot give you later the shopping points.

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Any store credit used for orders and purchases, that later are returned, cannot be refunded.

The Francesco Massa Group reserves the right to assign shopping points for particular operations and events in the physical Boutique and online, for the shopping of specific items or “extra” points for some periods of the year. All info regarding to this type of additional promotions will be communicated to the Massaboutique.Club customers.

If you use a Massaboutique.Club store credit (both Club store credits and gift card) for your purchase, you cumulate shopping points only regarding to the difference of price, if any, really paid in cash. When you use the shopping points, the total amount used will be decreased from the total amount collected and available in your Personal Profile. Each store credit could be used for orders after the specific purchase that made it.

### **6. BENEFITS**

The Massaboutique.Club members with Card have the 20% off on clothing, shoes, bags and accessories. It is not valid for Perfume and Jewelry.

If you shop online, click on “Card” icon visible in the cart after login, before to confirm the order.

The total amount of collected shopping points depends on the solar year.

The advantages of Card and the collection of the shopping points is stopped for all items already discounted or promoted. Anyway, you can use your cumulated store credits whenever.

The total shopping points collected is canceled on 31<sup>st</sup> December of each year, up to the ending of Massaboutique.Club Card. Massa Group reserves the right to change current conditions.

### **7. NOTIFICATIONS**

For any type of notification, you have to send it with the fiscal invoice to the following address:

**Francesco Massa s.rl.**  
**Corso Messapia 57**  
**74015 Martina Franca (Ta) – Italy**

Within 15 days starting from the same date, that is object of the notification.

### **8. THEFT OR LOSS**

In case of loss and/or theft of the Massaboutique.Club Card, you must communicate the code of the card, your name and surname in one of Massa Group Boutiques included in the list (or by e-mail to clienti@massaboutique.it). Prior confirmation of the shipping data, you will receive a replaced card with the



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maintenance of the shopping points already cumulated. The lost card will be blocked.

### **9. RESPONSABILITY**

The Francesco Massa Group has no responsibility for failure to accumulation of shopping points in the event that the customer does not present the Card Massaboutique.Club during the purchasing procedure.

About the online orders on Massaboutique.com, the Francesco Massa Group has no responsibility in the event that the customer does not select the store credit available, if any, before to complete the order.

### **10. ESCLUSION OF RESPONSIBILITY**

The stores are not responsible for the not recorded amount if the customer does not present the card during his purchase.

### **11. PRIVACY**

The customer's personal data will be handled according to the "Testo Unico sulla Privacy" by the promoter for service management, commercial information, market research, offers and/or promotions, sales initiatives. The conferment of data is optional; however, the compilation of data and the authorization is required for the participation in the initiative and for the request of prizes. The data will be processed also by the computer systems, in accordance with the Privacy Law and stored in computer files and paper property of Group Francesco Massa s.r.l.. The right of access to personal data is a guarantee for the customer with other rights governed by the "Testo Unico sulla Privacy".

### **12. FINAL DISPOSITIONS**

The Francesco Massa S.R.L. Group reserves the right to amend, modify, even in part, at any time, the methods of implementation of this operation, giving adequate prior notice to participating customers. These Regulations are available in all Boutique Massa included in the list, at the registered office and in the company website. For more info, write to [clienti@massaboutique.it](mailto:clienti@massaboutique.it)