

Affinity Kids Club Terms and Conditions

This document details the terms and conditions both the Centre, participating brands and members of the Kids Club need to consider.

Please read this carefully to ensure that you fully understand and are compliant with these terms and conditions before registering to become a member of the Affinity Kids Club. Further details of the Kids Club membership can be found at affinityoutlets.com/staffordshire.

If there is anything you do not understand, please do not hesitate to contact Affinity Outlet Staffordshire at staffordshire@affinityoutlets.com.

1. The Affinity Kids Club

1a. The Affinity Kids Club is a membership which families can sign up to receive exclusive discounts/offers from the contributing brands at the Centre during Staffordshire and Cheshire East school holidays, prior knowledge of the Centre's news and events via Affinity Outlet Staffordshire's mailer and any additional bonuses which Affinity Outlet Staffordshire's brands, the Centre or contributing parties may award.

1b. The Affinity Kids Club only operates at Affinity Outlet Staffordshire and excludes all other Centres operating within the Affinity Outlet group. Therefore discounts or additional bonuses are non-transferable and cannot be used in any other Affinity Outlet.

2. Your status

2a. By joining the Affinity Kids Club, you must confirm that you are the legal parent or guardian of the children you mention within your registration details.

2b. Each parent/guardian can register up to 6 children free of charge. The details that you provide must be correct and your email address must be valid in order for the Centre to contact you with regards to key information about the Affinity Kids Club, its services, news, events, relevant offers, discounts and bonuses.

2c. All of the information you provide must be true and accurate.

2d. Affinity Outlet Staffordshire processes information about you in accordance to their privacy and cookies policy which can be found on the Affinity Group's website (<https://affinityoutlets.com/staffordshire/privacy-cookies-policy/>). By using the Centre's website, you consent to such processing and warrant that all data provided by you is accurate.

2e. Affinity Outlet Staffordshire will only use the data collected for the Affinity Kids Club including marketing and market research purposes and will not be processed for anything else. Any personal data will not be passed on to any other company and will be secured in line with the current data protection legislation.

2f. You may link to our Kids Club page, providing you do so in a way that is fair, legal and does not damage Affinity Outlet Staffordshire's reputation or take advantage of it. You must not establish a link in such way to suggest any form of association, approval or endorsement on our part where none exists. You must not establish a link from any website that is not owned by you. If you are caught doing so, further action will be taken.

2g. Where our site contains links to other sites and resources provided by third parties, these links are provided for your information only. We have no control over the contents of those sites or resources, and accept no responsibility for them or for any loss or damage that may arise from your use of them.

3. Your Kids Club membership with Affinity Outlet Staffordshire

3a. After registering to become a member of Affinity Kids Club, you will receive a verification email to confirm your registration.

3b. After you have received your verification email, you will receive one Kids Club membership card which grants you access to exclusive discounts/offers at participating brands as well as an activity book for your children to complete whilst you shop. Activity books can be collected at Affinity Outlet Staffordshire, Talke until an electronic alternative is available on the website.

3c. One membership card is issued to the registered parent/guardian and one activity book will be issued to each registered child. No alternatives are available and activity books may be subject to availability on the day of registration.

3d. Please ensure that all the details you provide on the back of your card is true, accurate and legible. The details on the back of the card must be completed in order for the card to be valid.

3e. Please ensure that your card is intact as your discounts may not be valid at participating brands.

3f. The Kids Club membership card holds no cash value.

3g. If your card is lost, stolen or damaged, please contact the Affinity Outlet Staffordshire management team (<https://affinityoutlets.com/staffordshire/centre-info/>). You must provide photographic ID to prove your identification in order for the Centre to issue a new card free of charge.

4. The use of your membership card, the Centre's participating brands and partners

4a. Our current brands and their discounts/offers are visible on Affinity Outlet Staffordshire's website.

4b. As a Kids Club member, you will receive exclusive discounts and offers from participating brands and cafes within Affinity Outlet Staffordshire only. To redeem the relevant discount/offer, please show your membership card at the till point in store. Any discounts/offers advertised within the Kids Club membership are not valid online, on the high street or in any other outlet store.

4c. On occasion, Affinity Outlet Staffordshire will remove/amend any offers/discounts provided by the brands onsite and hold no liability for such withdrawals, amendments or availability of an offer/discount.

4d. Any printed material you may receive from the Centre which states information about the Kids Club's offers and discounts from our brands were correct at the time of printing and are subject to change. Please check the website regularly to ensure you are kept up to date with the relevant offers as these can change frequently.

4e. Kids Club membership cards can only be used by the name of the registered member and are strictly non-transferable. Participating brands within the Kids Club have the right to ask for proof of identification in order to validate the offer. Staff can only do so if they are under the belief that the

person presenting the card is misusing; taking advantage of the membership and/or is not a member of the Kids Club.

4f. If you cannot prove your identity upon questioning, you will not receive the discount. If this decision results in any challenging behaviour to the staff/customers in store, security obtain the right to escort you off the premises and your Kids Club membership will be terminated.

4g. Affinity Outlet Staffordshire are not liable for any of the brand's refusal to honour the advertised discount or offer.

4h. If you are suspected of misusing your membership card, your membership will be terminated and further action will be taken if necessary.

4i. Any queries regarding the redemption of your Kids Club membership card with any of the participating brands should be directed to staffordshire@affinityoutlets.com.