

# AGRIRIVA CLUB REGULATIONS

## GENERAL DESCRIPTION:

The promoter is Agraria Riva del Garda s.c.a., with registered office at Via S. Nazzaro, 4, Riva del Garda (TN), VAT No. 00105670228, designed to offer Agraria Riva del Garda customers exclusive benefits and promotions. These Regulations govern the membership procedures for registering with the Agririva Club and the way it is run. Joining the Agririva Club is quick and easy and can be done free of charge online at <https://store.agririva.it/agririva-club> or in-store by filling in and signing the membership form.

By registering to the Agririva Club, members become holders of the Agririva Club Card (hereinafter: the "Club Card"), which allows participation in the advantages and commercial promotions reserved by Agraria Riva del Garda to its members and communicated inside the Store, by e-mail and eventually on the website.

By joining the Agririva Club, the Customer will receive with the Club Card that will give the right to accumulate points. By presenting the Card, including in digital format, before the purchase, customers can accumulate points valid for obtaining the privileges provided for by Agririva Club, as set out in these Regulations.

The Club Card is strictly personal and non-transferable, and is valid only for purchases made at Agraria Riva del Garda Store in Riva del Garda and online at the Website <https://store.agririva.it/en/>.

Participation in Agririva Club is subject to compliance with all clauses and conditions set out in these Regulations.

## DURATION:

The Club Card has no expiry date; however, Agraria Riva del Garda s.c.a. reserves the right to block promotional functions and cancel any accumulated points after 24 months of non-use or in the event of inappropriate use.

Points accumulated on the Club Card will expire on 30 June of each year. The expiry of points will be communicated within the points of sale, via e-mail and, eventually on the website.

## RECIPIENTS:

The Club Card is intended for Customers who have joined Agririva Club by completing and signing the appropriate form. Membership of Agririva Club is reserved exclusively for aged 18 or over and private customers and is not available to individuals holding a VAT number, businesses, professionals or other economic operators. The benefits and promotions associated with the Club Card are applicable exclusively to purchases documented by a fiscal receipt; therefore, no points, discounts or other benefits can be recognised for purchases made with the issuance of an invoice.

The Club Card holder guarantees the accuracy of all information provided and is solely responsible for it. They will be able to take advantage of all special initiatives that are carried out.

The Club Card remains the property of Agraria Riva del Garda s.c.a. and is issued free of charge upon signing the appropriate form. These regulations can be viewed at the point of sale or on the website <https://store.agririva.it/en/agririva-club/>.

Each customer may hold only one Club Card; multiple cards cannot be activated under the same name. The holder undertakes to promptly notify Agraria Riva del Garda s.c.a. in writing at the e-mail address [communication@agriva.it](mailto:communication@agriva.it) or directly at the point of sale in the event of loss or theft of the card.

Until such notification, Agraria Riva del Garda s.c.a. accepts no responsibility for any misuse or improper use of the Card.

In the event of loss or theft of the card, the Holder may request a replacement card, and the accumulated or active promotion points will be recovered and transferred to the replacement card. If a non-original copy of the card is presented, the holder will not be entitled to benefit from any active promotions and/or arrangements.

## **ADVANTAGES:**

Club Card Holders are entitled to the following benefits:

- points collection, in accordance with the procedures set out in these regulations (see "How points are accumulated" section);
- access to initiatives, promotions and special offers reserved exclusively for Agririva Club members, offered throughout the year both at the point of sale and in the Online Shop;
- possible option to book products, services, events or other initiatives promoted by Agraria Riva del Garda s.c.a. in advance;
- access to permanent discounts reserved for purchases made exclusively on the Online Shop [store.agririva.it](http://store.agririva.it), as follows:
  - 10% discount on all products in the "Wine" category;
  - 10% discount on tickets for events and courses;
  - 5% discount on all products in the "Oil" and "Typical Products" categories.

Agraria Riva del Garda s.c.a. reserves the right to modify, suspend or supplement the initiatives, promotions and benefits provided for by the Agririva Club programme, giving appropriate notice to Club Card Holders.

## **HOW TO COLLECT POINTS:**

All Customers holding a Club Card who make purchases at the "Store" and inside the "Galleria del Gusto" at Via San Nazzaro 4, Riva del Garda, upon presenting their Club Card at the checkout before payment, or via the website [store.agririva.it](http://store.agririva.it), will accumulate 2 points for every €1.00 spent. Points will be credited directly to the Holder's Club Card.

The Club Card is not a credit card. Accumulated points are converted into credit according to the following ratio: 1 point = €0.01 discount. The conversion of points into a discount and their use can only take place upon reaching at least 100 points and for subsequent multiples of 100. Accumulated points may be used from the purchase following the one in which they were earned. Points cannot be transferred, negotiated or converted into cash.

The redemption of points and the consequent application of the discount are not permitted for purchases made at the "Galleria del Gusto".

Purchases related to products from the butchery department are excluded from points collection.

For the purposes of recognising points and accessing programme benefits, only the presentation of the original Club Card or its digital version shall be deemed valid.

## **HOW TO CHECK YOUR POINT BALANCE:**

The Customer may at any time check their accumulated points balance by accessing their private area on the website [store.agririva.it](http://store.agririva.it) in the "My Points" section, by viewing the points balance on their receipt, or by requesting the balance from staff at the point of sale.

## **MODIFICATIONS TO THE REGULATION:**

Agraria Riva del Garda s.c.a. reserves the right to modify, even partially, or suspend, at any time, the procedures and other provisions of this Club, communicating such changes on its website [store.agririva.it](http://store.agririva.it) and/or at the point of sale.

## **CANCELLATION FROM THE PROGRAMME:**

Members of the Programme may freely withdraw from the Programme at any time. Withdrawal must be communicated to Agraria Riva del Garda s.c.a. by registered letter with acknowledgement of receipt to the following address: Via San Nazzaro, 4, 38066 Riva del Garda (TN), or by contacting staff at the point of sale. Members who voluntarily request cancellation from the Programme forfeit all points accumulated on the Card and will not be able to reactivate their profile. They will be able to register again in accordance with the procedures in force at that time.

Members may exercise the rights provided for by privacy protection legislation, in the manner indicated in the privacy policy to be reviewed before joining.

## **PRIVACY:**

Agraria Riva del Garda s.c.a. states that during the completion of the membership form, no data defined as "sensitive" under Law 675/96 will be requested. Article 22 of Law 675/96 defines "sensitive" data as personal data capable of revealing racial or ethnic origin, religious, philosophical or other beliefs, political opinions, membership of parties, trade unions, associations or organisations of a religious, philosophical, political or trade union nature, as well as personal data capable of revealing health status and sexual life. Such data may only be processed with the written consent of the data subject and prior authorisation from the Data Protection Authority.

Furthermore, Agraria Riva del Garda s.c.a., in its capacity as data controller, declares that participation in and management of the Initiative requires the processing of personal data essential for participation in and management of the initiative itself. Such processing will be carried out in compliance with Regulation (EU) 679/2016 and Legislative Decree 101/2018 and in accordance with the privacy policy adopted by the company. The full and updated Privacy Policy is always available on the Website.

Further information may be requested by writing directly to [communication@agririva.it](mailto:communication@agririva.it).

## **DATA PROCESSING METHODS:**

Pursuant to Art. 13 of Legislative Decree 196/2003, the personal data of Customers who have signed the Club membership form are processed manually or by means of the computer system on which they are stored, for purposes essential to the ongoing relationship, in compliance with the rights and obligations for the protection of such data.

## **CATEGORIES OF SUBJECTS TO WHOM THE DATA MAY BE COMMUNICATED:**

For the conduct of the activities covered by these regulations, Agraria Riva del Garda s.c.a. will disclose the personal data of the data subjects only and exclusively to recipients of communications strictly connected to the purposes and to subjects to whom communication is required by law. The subjects belonging to the categories to whom data may be communicated will use the data in their capacity as "data controllers" under the law, in full autonomy, being external to the original processing carried out at Agraria Riva del Garda s.c.a.