



The Loyal Hare Force: Bath Ales' Loyalty Card Scheme

Terms & Conditions

By ticking the box you are agreeing to be a member of The Loyal Hare Force Loyalty Card Scheme, and therefore you agree to the following terms & conditions:

1. You have to be able to prove that you are 18 years of age or over and we will ask for your date of birth.
2. The Loyal Hare Force Loyalty Cards will remain the property of Bath Ales Limited.
3. This card is for your own personal use; please do not share it with anyone else.
4. If your card is lost or stolen, please report it immediately by emailing marketing@bathales.co.uk or call the Brewery Office on 0117 9474797 so that it can be cancelled.
5. Replacement cards can be ordered online at the minimal charge of £2.00 per card. Replacement cards will be sent by post.
6. The Loyal Hare Force scheme is based on a points collection/redemption basis.
7. Cards will be credited with 5 points for every £1.00 spent in one of our participating pubs.
8. Every point collected has a redemption value of £0.01.
9. Any points that have been collected can be redeemed against spend in the participating pubs on food, drink and merchandise or saved for another occasion.
10. Part-redemption against a higher purchase value is accepted.
11. The Bath Ales participating pubs are:
 - The Wellington, Gloucester Road, Bristol
 - Graze Bar & Chophouse, Queen Square, Bristol
 - The Hop Pole, Upper Bristol Road, Bath
 - The Salamander, John Street, Bath
 - The Live & Let Live, Clyde Road, Frampton Cotterell
 - The Swan, Bath Road, Swineford
 - The Hare on the Hill, Kingsdown, BristolFor full address details please check our website: www.bathales.com.
12. Points cannot be collected or redeemed in the Bath Ales Brewery Shop or in the online shop but if this changes, you will be notified by email.
13. Points cannot be redeemed for cash.
14. The data collected in connection with The Loyal Hare Force Loyalty Card Scheme is completely confidential and will not be shared with anyone outside Bath Ales Limited.
15. To check your account balance, please click the following link:
<http://www.bathales.com/loyalhareforce/login>

We are very interested in any feedback, suggestions or comments you may have regarding the scheme. Also please get in touch with us if you experience any problems or have any issues.

Email us: marketing@bathales.co.uk

Phone us: 0117 9474797 and ask for Karin or Moussa

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Our Privacy Policy

This privacy policy sets out how Bath Ales uses and protects any information that you give Bath Ales when you visit our website, use our online shopping service, sign up for our newsletter or join The Loyal Hare Force.

Bath Ales is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website or interacting with us online, then you can be assured that it will only be used in accordance with this privacy statement.

Bath Ales may change this policy from time to time by updating this document. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 September 2007.

What we collect

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, date of birth, preferences and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following way:

- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at marketing@bathales.co.uk

We will never sell, distribute or lease your personal information to third parties.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.