

Swift Valley Loyalty Club Terms and Conditions

Our Loyalty Club Programme allows you to save with our exclusive special offers. These offers are only sent to our Loyalty Club members and offer fantastic value for money.

As a Swift Valley Loyalty Club member, you will receive early notification and priority booking on many destinations before they are released on general sale as well as:

- Priority copy of our brochures posted to you
- Exclusive offers and discounts
- Priority notification of any late availability discounts
- Priority notification of newly released day trips or holidays
- Access to exclusive Swift Valley Loyalty Club trips and social events
- Birthday Bonus

**To qualify for the birthday bonus, you must have booked a trip with us within the 12 months prior to your birthday, and it can only be used in one transaction and is non-transferable. Any voucher or offer issued is only valid for the dates shown.

The Swift Valley Loyalty Club will at a future date introduce a rewards scheme, where you will receive points for booking trips with us to be redeemed against future trips. This part of the scheme will be introduced at a date to be confirmed, and more information including terms and conditions will be sent to you by email.

To join the Programme, you must agree to providing us with your name, full postal address, email address and your date of birth. You must also agree to receiving emails from us, you can also agree to receiving text messages from us with notifications of new trips/holidays or late availability offers. If you join the Programme or use/redeem an offer/discount/voucher it is deemed that you accept these Terms and Conditions.

- Any offers or discounts emailed to Swift Valley Loyalty Club Members may be subject to restrictions, conditions and deadlines and all offers are subject to availability.
- All Loyalty Club Membership communications including offers/discounts and bonuses will be sent by email. Emails must not be forwarded to non-members. We will sometimes send text messages to those who have opted in to this notification method.
- Any discounts/offers are only available for new bookings and do not apply to existing bookings.
- Discounts/offers are not applicable to friends, family or guests who are not themselves members of Swift Valley Loyalty Club.
- Any vouchers/discounts/offers are personal to you, are non-transferable and cannot be exchanged for cash. They can only be used by you when making a booking directly with Swift Valley Coaches and you must quote your membership number to redeem any vouchers/discounts/offers at the time of booking over the phone.
- Your membership will remain active if you use your Loyalty Membership offers/discounts or make a booking at least once in any rolling 18-month period.
- We reserve the right to refuse an application to join the Swift Valley Loyalty Programme.
- Membership is limited to one per person. We reserve the right to refuse, merge or close additional memberships at any time.
- The programme is not open to employees of Swift Valley Coaches.
- We reserve the right to cancel, withdraw or alter the programme, including these Terms and Conditions or any individual membership at any time. For the most up to date Terms and Conditions please visit our website www.swiftvalleycoaches.com

Data Protection/Loyalty Club Scheme Privacy Policy

This section sets out how the Programme collects your personal data, how the Programme uses it and who the programme shares it with. Under the Data Protection Act 1998 (the "Act"), your data controller is the legal entity that operates Swift Valley Coaches.

Use of your personal data by joining up to the programme and providing your personal data you agree to your name, date of birth, postal address, email address and other personal data you supply ('personal data') being used by Swift Valley Coaches. You agree to your personal data being used by the programme and by the companies we use to help us organise and administer your application and account so that we can send you updates and information by email about the scheme which will include emails and notifications of any programme changes or marketing and promotional materials about day trips, holidays and services offered by Swift Valley Coaches and to manage rewards, discounts and offers.

We will hold your personal data on our systems for as long as is necessary to administer your membership with the scheme. If you cancel your registration as a member, we will mark your record on our database and retain your details for administration purposes prior to deletion before the end of any period required by law.

Your personal data will be held and stored on our computers. The programme confirms that it has in place adequate safety and security measures to keep your personal information safe and secure in accordance with its obligations under the Act.

The Act gives you the right to access information held about you by the Scheme. Your right of access can be exercised in accordance with the Act. Any access request may be subject to an administration fee of up to £15 to meet our costs in providing you with details of the information we hold about you.

Please keep us informed of any changes of address or email address. To update your details, please contact us by the methods listed below. If you would like to stop your membership at any time you can do so by sending an email to loyaltyclub@swiftvalleycoaches.com this will remove you from the programme and at this time we will ask you if you would still like to receive marketing emails from us.

Swift Valley Coach Travel Loyalty Club Programme can be contacted by post at 29 Market Street, Lutterworth. LE17 4EJ or by email at loyaltyclub@swiftvalleycoaches.com or by phone on 01455 552414.