

Dons Cash Terms & Conditions

Definitions

'Club' means Aberdeen Football Club Limited with its registered office at Pittodrie Stadium, Pittodrie Street, Aberdeen, AB24 5QH.

'DonsAccount' means the Eligible Supporter's Club associated single sign-on account.

'Dons Cash' means a branded, notional currency that can be earned by Eligible Supporters on Qualifying Purchases, as managed by the Club's Partner, Sports Alliance Limited.

'Dons ID' means the Eligible Supporter's client reference number.

'Match Ticket' means a printed paper ticket or digital ticket for admission to an SPFL Premiership match and/or UEFA Club Competition match in which the Club is participating at the Stadium only including match-day hospitality.

'Eligible Supporters' means Season 2023/24 Qualifying Season Ticket Holders and Season 2023/24 AberDNA members.

'Partner' means an official partner of the Club.

'Redeemable Products' means Season Tickets, Match Tickets, Annual RedTV subscriptions, AberDNA Memberships, Stadium tours and/or Club merchandise from the Club's retail store (including online purchases).

'RedTV' means the Club branded online TV channel.

'Programme' means the Dons Cash loyalty programme which will run from 1 July 2023 to 31 May 2024.

'Season 2023/24' means the 12-month period from 01 July 2023 to 30 June 2024.

'Season Ticket' means the electronic card (and any replacement thereof) issued to each of the Qualifying Season Ticket Holders for season 2023/24 (including half season tickets) as further described in the Season Ticket terms and conditions.

'Stadium' means Pittodrie Stadium, Pittodrie Street, Aberdeen, AB24 5QH.

'Qualifying Purchases' means buying a Match Ticket, Hospitality Match Tickets, Annual RedTV subscription, AberDNA Membership, Stadium tours and/or Club merchandise from the Club's retail store (including online purchases). Qualifying Purchases may differ between

AberDNA members and Qualifying Season Ticket Holders as outlined under paragraph 5 of these terms and conditions.

'Qualifying Season Ticket Holders' means Club Season Ticket Holders in general admission areas of the Stadium. Complimentary tickets shall not be entitled to participate in the Programme or any other form of compensation in respect of the sale of their complimentary seat.

The following terms and conditions apply to membership of the Programme:

The Programme

1. The Programme is managed and operated by Sports Alliance Limited – <https://www.sportsalliance.com.com>
2. The Programme runs on a per Season basis. These terms and conditions are binding for Season 2023/24.
3. Eligible Supporters shall be automatically added to the Programme but may opt-out in writing by emailing donsaccount@afc.co.uk.

Purchasing and Redeeming

4. Dons Cash shall only be earned on Qualifying Purchases but the Club may also, at its sole discretion, award Dons Cash on an ad-hoc basis for certain actions taken by Eligible Supporters, including but not limited to completing club-led surveys and clicking through to Partner websites.
5. Dons Cash can be earned as follows:

Membership Level	Membership Starting Balance	Retail	Match Tickets	Hospitality	RedTV	Stadium Tours
AberDNA - Platinum	x	15%	20%	15%	20%	20%
AberDNA - Premium+	£60	15%	20%	15%	20%	20%
AberDNA - Premium	x	15%	20%	15%	20%	20%
AberDNA - International	x	15%	20%	15%	20%	20%
AberDNA - Standard	x	10%	20%	10%	x	20%
AberDNA - Youth	x	10%	20%	10%	x	20%
AberDNA - U12s	x	10%	20%	10%	x	20%
Season Ticket Members	x	10%	x	x	x	20%

6. Dons Cash can only be redeemed on the purchase of Redeemable Products.
7. The amount of Dons Cash shall be calculated on the retail value of the Qualifying Purchase and does not include costs for postage and packaging.
8. For Qualifying Purchases that are paid part cash, part Dons Cash, the amount of Dons Cash earned on that transaction shall be calculated with reference to the actual cash spend only.
9. To earn or redeem Dons Cash in-person, the Eligible Supporter must produce their Season Ticket or AberDNA membership card at the point of sale, and also when redeeming.
10. To earn or redeem Dons Cash online, the Eligible Supporter must be logged into their DonsAccount. Once logged in, the system shall automatically calculate any Dons Cash earned on purchases and Eligible Supporters shall be able to select Dons Cash as a method of payment at checkout.
11. To earn or redeem Dons Cash over the telephone, the Eligible Supporter must be able to quote their Dons ID from their Season Ticket or AberDNA membership card respectively. The Club reserves the right (but shall not be required to) to ask for satisfactory proof of identification (including photo ID) upon redemption of Dons Cash.
12. Dons Cash cannot be added retrospectively to Eligible Supporters' Dons Cash accounts.
13. Save for the purchase of merchandise and Match Tickets, Dons Cash shall be awarded the next working day following the sale of Qualifying Purchases.
14. On the purchase of Match Tickets (including hospitality related tickets), Dons Cash shall be awarded the next working day following the date of the relevant match.

15. On the purchase of merchandise, Dons Cash shall be awarded at the expiry of the merchandise refund period for the relevant item of merchandise (30 days following the date of purchase).
16. For the avoidance of doubt, Dons Cash shall not be earned in circumstances where Qualifying Purchases have been refunded after purchase for whatever reason. For any returns made online or instore between 01 May and 31 May 2024, any Dons Cash used towards payment will be refunded, however this balance will return to NIL after 31 May 2024 if not redeemed on another transaction. For any returns made online or instore after 31 May 2024, any Dons Cash used towards payment will not be refunded.
17. Once an Eligible Supporter has redeemed their Dons Cash, their Dons Cash balance will reduce by the relevant amount of spend. If the Eligible Supporter redeems all of their Dons Cash accrued to date, the balance will reduce to NIL.
18. Eligible Supporters can check their Dons Cash balance at anytime by logging into their DonsAccount at www.afc.co.uk.
19. Dons Cash can be earned and redeemed between an ongoing 12-month period between 01 July 2023 and 31 May 2024. After that time, any Dons Cash which is not redeemed shall be lost and balances shall return to NIL. For any purchases made between 01 July 2023 and 29 February 2024 your Dons Cash balance shall return to NIL on 31 May 2024. For any purchases made on or after 01 March 2024 your Dons Cash balance will be available for use as of 01 June 2024 and remain active for the following season until 31 May of the relevant year.
20. Dons Cash may not be earned on any product that was purchased in conjunction with any other offer including but not limited to any sale, promotion, discount, or other membership discounts. Further, Dons Cash may not be earned on any product that was purchased by using a credit note and/or a club voucher. The Club may, from time to time, as part of any promotional activity or otherwise, relax this restriction for such period and on such terms as it may specify.

21. If any product purchased with Dons Cash is exchanged or refunded, any money owing as a result of such exchange or refund will be added to the balance of Dons Cash on the Eligible Supporters' account. Cash refunds are not available in these circumstances.
22. The Eligible Supporter purchasing history as recorded on Club systems shall be the definitive position for the purposes of the Programme.
23. Dons Cash cannot be exchanged for any Club vouchers or drawn down as a cash alternative. Further exclusions to redemption may apply from time to time and will be displayed on the Club's website where applicable.

Liability

24. The Club reserves the right without liability whatsoever to any Eligible Supporter or any other third party –
 - a. To vary the Programme, and these Dons Cash terms and conditions, from time to time;
 - b. To discontinue the Programme at any point with a minimum of three months' notice in writing. Communications of same shall be sent to the email address held on the Eligible Supporters' account, on the date of notification. A deadline will be given, after which point, any Dons Cash that is unused shall not be capable of redemption;
 - c. To exclude any individual or class of Eligible Supporter from membership of the Programme from time to time (at which point, Dons Cash not redeemed shall be cancelled and shall not be capable of redemption);
 - d. To suspend or terminate any Eligible Supporter's Dons Cash account and/or cancel any Dons Cash collected by an Eligible Supporter at any time where there has been a breach or suspected breach of any of these terms and conditions and/or any of the Club's other terms and conditions or guidelines issued from time to time.

General

25. The Club reserves the right to cancel, withdraw or alter the scheme at any time, including these terms and conditions.

26. The Club may take any action it considers appropriate, including removing or suspending a Dons Cash account and Dons Cash accrued if we have any reason to believe that an Eligible Supporter has been abusing the Programme.
27. Dons Cash is non-transferable as between any Eligible Supporter or third party.
28. If a Season Ticket or AberDNA membership is cancelled and/or deactivated as a result of a breach of the Season Ticket or AberDNA terms and conditions, then the Dons Cash balance related to that Eligible Supporter shall be cancelled and shall not be capable of being redeemed. The Club accepts no liability in such circumstances.
29. Should an AberDNA membership expire mid-season and is not subsequently renewed then any Dons Cash balance related to that Eligible Supporter shall remain until 31 May 2024.
30. If an Eligible Supporter has any problem with their Dons Cash account, they should send an email to donsaccount@afc.co.uk.
31. If any of these terms and conditions are found to be illegal, the rest of the contract will remain in force. Each of the paragraphs of these terms operates separately. If any court or other relevant authority decides that any of them are unlawful, the remaining paragraphs will remain in full force and effect.
32. You acknowledge that the Club will hold and process data relating to you, which may include personal data for administrative, security and legal purposes. The personal data that you provide to the Club shall be processed, stored and transferred in accordance with the terms of the Club's then current privacy policy available at <https://www.afc.co.uk/privacy/>. In particular, we may share your personal data, including your name, date of birth, photograph, contact details and information about ticket purchases (including payment details) with other football clubs, any football governing body and with law enforcement authorities. This data will be used for the purpose of identifying and preventing violent and antisocial behaviour at matches including homophobic, racial, sectarian or other discriminatory abuse, chanting or harassment and with enforcing sanctions. We may also share your data in order to support with the handling of fan enquiries and to allow for rapid

identification of fans in the event of incidents including health emergencies and general crowd control emergencies. For more information on how we process your data and who we share it with, please consult the current privacy notice accessible via <https://www.afc.co.uk/privacy/> relating to this use of your personal information.

33. These terms and conditions are governed by Scots Law and any legal proceedings must be brought in the Scottish courts.