

These participation terms and conditions applicable to the Mlinar Club mobile app (“**Participation Terms and Conditions**”) regulate the participation in the Mlinar Loyalty program. The service is provided by Mlinar pekarska industrija d.o.o., Radnička cesta 228c, Zagreb, PIN: 62296711978 (hereinafter: “**Mlinar**” or “**we**”).

## Fulfilment of the terms and conditions and participation

The Mlinar Loyalty program is available exclusively via the Mlinar Club mobile app. To participate in the Mlinar Loyalty program, you must be a registered Mlinar Club app user (hereinafter: “**User**” or “**Users**”). All registered Mlinar Club app users also participate in the Mlinar Loyalty program.

## Prepaid

1. At Mlinar stores, Users can add funds to the User account linked to their digital loyalty card, either in cash or by bank card (credit/debit card).
2. By adding funds, the User is entitled to use bonus funds as shown in the table below:



UPLAĆENI IZNOS DO kn	DODATNO KN/EUR kn
50 kn 6,64 eur	0 kn 0 eur
100 kn 13,27 eur	5 kn 0,66 eur
200 kn 26,54 eur	15 kn 1,99 eur
300 kn 39,82 eur	25 kn 3,32 eur
500 kn 66,36 eur	50 kn 6,64 eur
1000 kn 132,72 eur	135 kn 17,92 eur
2000 kn 265,45 eur	300 kn 39,82 eur

Fiksni tečaj konverzije 1 EUR = 7,53450

Before making a cash or card payment, the digital loyalty card barcode in the Mlinar Club app must be scanned by the device at the cash register. Using the cash register, a Mlinar employee will record the cash/card payment made to the User account (hereinafter: Prepaid Funds) and issue an invoice to the Mlinar Club app user.

3. Prepaid Funds cannot be redeemed and Mlinar will not refund the Prepaid Funds in cash or to the bank card account. Prepaid Funds may only be used to purchase products at Mlinar stores.
4. Several Users can use the Prepaid Funds in one account provided that the Users have been added to the account via the Mlinar Club app.

## Earning points

Mlinar Loyalty program participants can earn points which can be redeemed for various rewards at Mlinar stores (e.g. free products or discounts). There are four ways to earn points in the Mlinar Loyalty program: purchase, prepaid funds, referral code and other benefits.

### Purchase

Users can earn loyalty points by making a purchase at Mlinar stores. Users earn 10 points per HRK 1.00 spent. For instance, by making a purchase worth HRK 12.00, program participants can earn 120 points, while a purchase worth HRK 14.20 will earn them 140 points.

To earn loyalty points by making purchases and participating in the Mlinar Loyalty program, Users must fulfil the following requirements:

1. The purchase must be made at one of the Mlinar stores in the Republic of Croatia.
2. The purchase must be made at a store, i.e. at the cash register. Purchases including Mlinar's delivery services are excluded from the loyalty program.
3. The digital loyalty card barcode in the Mlinar Club app must be scanned by the device at the cash register before payment. If the code cannot be scanned due to the device being unavailable or malfunctioning, the User can read out the character code below the digital loyalty card barcode to a Mlinar employee when making a purchase.

### Prepaid

By adding Prepaid Funds, Users earn 10 points per HRK 1.00 spent. For instance, by adding HRK 100.00 to Prepaid Funds, program participants can earn 1000 points, while HRK 200.00 will earn them 2000 points.

### Referral code

1. Every existing user is assigned a unique code that can be shared with other persons, who can enter it when registering in the Mlinar Club app.
2. After a new user has registered and made the first purchase, both users earn extra points.

### Other benefits

Mlinar may occasionally have bonus campaigns or mechanisms where Users can earn extra loyalty points in new and different ways, which will be notified to app users via Mlinar's communication channels.

## Rewards

1. A reward/benefit may be redeemed only if activated in the Mlinar Club app and registered at the cash register (by scanning it or entering the code manually). Rewards/benefits are not available when using Mlinar's delivery services.
2. A reward/benefit may be redeemed only at Mlinar stores in the Republic of Croatia.
3. Rewards/benefits may be limited to certain stores.
4. Rewards/benefits may be time-limited (e.g. seasonal or temporarily unavailable items).
5. Rewards/benefits are not transferable.

## Redeeming points

All rewards/benefits available to registered Mlinar Club app users may be redeemed for various benefits depending on the amount of points earned. By activating a reward/benefit, the points balance in the loyalty card will be reduced by the amount of points shown in the active reward/benefit.

## How to redeem a reward/benefit

A reward/benefit may be redeemed by scanning the barcode of the active reward/benefit in the Mlinar Club app. If the code cannot be scanned due to the device being unavailable or malfunctioning, you can read out the character code below the barcode on the active reward/benefit to a Mlinar employee when making a purchase.

## Data collection and storage

When you register in the Mlinar Club app, we collect the following data: e-mail and city/town. Optionally, Users can also provide information about their sex, year of birth and another User's referral code. If the User intends to take part in prize-winning games or competitions via the Mlinar Club app, he/she may be requested to provide other personal data as well, such as, for instance, first and last name, address, phone number or other, depending on the requirements of the relevant prize-winning game or competition.

## Using the app

When you use the Mlinar Club app, we collect information about the store where the purchase has been made. We also collect information about the content that the User checks in the app, such as active coupons, competition settings and purchased items. Some of this usage data is collected only with the User's consent, in accordance with data protection regulations. Please check our [data protection](#) rules.

## Newsletters and push notifications

We use the information we collect to send personalised content by e-mail and push notifications on mobile phones.

## Newsletter

We also collect information about your user behaviour with regard to newsletters and other information we send you in the form of push notifications, we store such information and, if possible, assign it to you, your e-mail address or customer number. At the same time, we collect information about the time of opening links and the links you have opened, selected areas, products, time, duration and frequency of usage.

## Returns

At any time, Mlinar can delete the loyalty points earned if the products for which the points were earned have been returned for any reason and if the full or partial purchase price has been refunded. This also applies to product replacement unless the product is replaced by another product worth an equal amount of points.

## Suspicious activity

Mlinar may take any action that it deems appropriate, including deleting and suspending a user account and the points earned, in case it discovers any suspicious activity related to the account, including but not limited to:

- (i) illegal actions or frauds;
- (ii) providing or attempting to provide false or misleading data, or impersonation at Mlinar stores; or
- (iii) breaching these rules (including illegal trading in points earned or unauthorised use of Mlinar loyalty program materials and symbols); or
- (iv) excessive profit (through fraud or other means).

## Miscellaneous

Loyalty points and rewards/benefits have no monetary value and may not be exchanged for money.

## **General**

Mlinar reserves the right to end the Mlinar Loyalty program, among other things, due to force majeure, other extraordinary circumstances or other justified business reasons, without being required to explain its decision to do so.

Mlinar shall remain the permanent owner of all materials and marketing associated with the Mlinar Loyalty program.

By participating in the Mlinar Loyalty program, you agree to these Participation Terms and Conditions. These Participation Terms and Conditions are subject to Croatian laws. Any dispute between the account user and Mlinar shall be settled before the court of subject matter jurisdiction in Zagreb, Croatia.

No provision of these terms and conditions shall affect your legal consumer rights.

You may cancel your account at any time by choosing the option to delete your user account in the app.

After confirming account cancellation, all offers and points earned in the Mlinar Loyalty program in the user account will be deleted automatically.