

# Pet Lovers Centre VIP Membership Terms & Conditions

## A. General conditions

- 1** VIP Membership is valid for one (1) Year from the date of successful VIP Card activation.
  - If the VIP membership is purchased **in-store (for new sign ups or renewals)**, the newly issued VIP Card must be activated online.
  - If the VIP membership is purchased **online**, the VIP Card will be automatically activated on the date of purchase.
  - If the VIP membership is **renewed online**, the original VIP Card will still be valid, and there is no need for an activation of the VIP Card.
- 2** Membership privileges are exclusive to VIP Members only and are non-transferable or refundable.
- 3** VIP Members are entitled to the following, subject to clause 6 of this VIP Membership Terms & Conditions:
  - 5% Daily Savings<sup>1</sup> on selected items and grooming services with minimum spend of \$15
  - 15% Birthday Month Savings<sup>1</sup> on selected items and grooming services with minimum spend of \$35
  - Earn 1 Loyalty Point with every \$1 spent<sup>2</sup> at Pet Lovers Centre physical stores or on petloverscentre.com which can be used to redeem Brand or Redemption Vouchers

<sup>1</sup> Not applicable for sale of live animals and gift vouchers.

<sup>2</sup> Loyalty Points will only be awarded on the nett payable amount.
- 4** For online sign-ups or renewals, no physical cards will be issued. VIP members can access their digital card through the VIP Concierge app.

For the purchase of the VIP membership in stores, a physical card will be issued. VIP members can also access their digital VIP Card through the VIP Concierge app.
- 5** Loyalty Points corresponding to the purchase value of the membership fee will be automatically credited to your membership account when you sign up or renew your VIP membership.
- 6** All Loyalty Points earned will automatically be credited to the valid VIP Card the next working day for in-store purchases, except for purchases requiring home delivery.

For in-store purchases requiring home delivery, the Loyalty Points earned will automatically be credited to the valid VIP Card within 7 working days from date of order, or 1 day after the order is delivered, whichever is later.
- 7** For online or call-in orders,
  - A) The Loyalty Points earned will automatically be credited to the valid VIP Card the next working day from the date of delivery for payment made by credit card.
  - B) Loyalty Points earned will automatically be credited to the valid VIP Card three (3) to five (5) working days from the date of delivery for payment made by cash, as a longer lead time is needed for the cash to reach the HQ for processing and verification.
- 8** Any Loyalty Points you have earned through transactions with Pet Lovers Centre will be automatically **deducted** by our system **in the event of a transaction refund**.
- 9** VIP Card application is strictly non-refundable.
- 10** The management will not be liable to any VIP Member for any loss or misuse of Loyalty Points incurred by the member or any other person.
- 11** By submission of the VIP Card application, you agree to be bound by our Privacy Policy which describes how we collect, use and disclose personal data in compliance with the Personal Data Protection Act 2012 of Singapore. Visit our Privacy Policy [here](#).
- 12** The management reserves the right to amend or withdraw the membership privileges and Terms & Conditions at any time without prior notice.

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## B. VIP Membership enrolment and obligations

- 1** For VIP membership purchased in stores, the VIP Card will be issued by the staff in-store and can be activated via either of these 2 methods:
  - i) Through the [website](#)
  - ii) Through the VIP Concierge app
- 2** VIP Card must be activated within one (1) year from date of purchase. If VIP Card is not activated within one (1) year, it will be deemed as dormant and the VIP Card will be invalidated.
- 3** The VIP Member will be able to generate the digital VIP Card via the VIP Concierge app after successful VIP Card activation.
- 4** The VIP Card, either in the form of the physical card or the digital card generated from the VIP Concierge app, must be presented and scanned during in-store purchases to enjoy membership privileges.
- 5** A VIP membership does not mean that an online account for online orders is automatically created for the member.

The VIP Card must be linked to the online account to enjoy VIP membership privileges for online orders. The linking of the VIP Card can be done during [registration of an online account](#) or at the Profile section after the online account member logs in.

*\*This step is required because we respect the privacy of our customers and will not associate different account types without our customers' consent.*
- 6** No retrospective crediting of loyalty points will be allowed if:
  - the VIP Card is not presented in-store during purchases in-store
  - the VIP Card is not linked to the online account for online purchases.
- 7** VIP Card must be successfully activated in order to earn, check and redeem Loyalty Points.
- 8** VIP Members must report any lost, damaged or stolen VIP Card through our [Contact Us form](#).

A replacement VIP Card will be issued at the price of the prevailing VIP membership fee.
- 9** It is the responsibility of each VIP Member to keep his/her registered details up-to-date, especially details like mobile number, mailing address and email address. All updates should be made via either the:
  - i) VIP Concierge app > Profile Section; or
  - ii) on the [Update Personal Details page on PLC's website](#).
- 10** If VIP members do not wish to receive SMS notifications on marketing and promotional-related content, they can edit their preferences via the app under Settings > SMS.

If VIP members do not wish to receive marketing emails, they can unsubscribe through the link found at the footer of every marketing email or at the profile section of the online account.

However, for operational and transactional information sent via SMS, VIP members cannot opt out of receiving these notifications.

- 11** Our fully digitalised VIP membership programme allows the members to access the various membership services online.

In the event that the VIP Member requests for Pet Lovers Centre's assistance with the following services that are available online for self-service, the respective Loyalty Points will be deducted from the VIP Membership as part of the admin fee.

Services	Admin Fee
Linking VIP Card to web account	20 Loyalty Points
Activation of VIP Card	20 Loyalty Points
Providing purchase records	20 Loyalty Points
Resending of any vouchers issued by PLC	20 Loyalty Points
Using Loyalty Points to redeem a voucher	20 Loyalty Points
Updating of personal particulars	20 Loyalty Points
Changing of vouchers redeemed from Loyalty Points	40% of the Loyalty Points that were used to redeem the voucher

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## C. Usage of Loyalty Points

- 1 Loyalty points can be used to redeem:
  - a. Brand Vouchers that can be used as a discount mechanism to offset in-store purchases for items of that brand.
  - b. Redemption (non-brand specific) Vouchers that can be used as a discount mechanism to offset in-store purchases for selected items.

*We are currently working on making these vouchers available for online use. Please stay tuned. More information will be released when this feature is launched.*

- 2 Upon the usage of Loyalty Points to redeem any voucher(s), the voucher(s) redeemed cannot be withdrawn or extended.

## D. Membership Termination

- 1 VIP Membership privileges will be invalid upon expiry or termination of VIP Membership. The expiry date is the last day that the VIP Card can be used.
- 2 Any unused or balance Loyalty Points will be forfeited if the VIP Membership has expired for more than three (3) months.
- 3 The VIP Membership belongs to the specified VIP Member and cannot be transferred to any other individual(s).
- 4 Pet Lovers Centre reserves the right to suspend or terminate the VIP Membership, at any time with or without prior notice, even though termination may affect the member's right to accrue Loyalty Points. Pet Lovers Centre is not liable to any VIP Members for any loss of value or benefits that may arise as a result of any changes made to the programme. The occurrence of any of the following events, though not limited to these, may cause suspension or termination:
  - i) The VIP Member has contravened any terms and conditions of the VIP Membership programme.
  - ii) In the sole and exclusive opinion of Pet Lovers Centre, the member has acted dishonestly or in any manner that is unacceptable to Pet Lovers Centre in relation to his/her VIP Membership.
- 5 If the VIP Membership is suspended, the VIP Member will not be able to enjoy any VIP privileges, including but not limited to the earning of Loyalty Points, the usage of Loyalty Points, the entitlement of exclusive VIP Member pricings and special birthday offers.
- 6 If the VIP Member is permanently excluded from the VIP Membership or has his/her VIP Membership terminated, any Loyalty Points earned, vouchers and rewards accrued shall be revoked and forfeited without compensation. Whether the member is suspended, permanently excluded or the membership is terminated, the member shall be liable for all damages, litigation and other associated costs.
- 7 A VIP Member may terminate the VIP Membership at any time by giving written notice via the [Contact Us form](#). Upon receipt of the notification, any outstanding Loyalty Points, rewards, benefits and privileges will be forfeited without compensation and cannot be transferred.