



“FOR YOU CARD” TERMS AND CONDITIONS

The card designed to support and develop the Finale area.

The Consortium for Tourism Promotion and Territorial Protection of the Finale area (hereinafter also referred to as "FOR", acronym of FINALE OUTDOOR REGION) with registered office in Finale Ligure - Via Cesare Abba 2b and head office in Finale Ligure - Via per Gorra 10, has issued the **FOR YOU CARD** (hereinafter also referred to as "**CARD**").

The **FOR YOU CARD** project is intended to involve Consortium Members (BUSINESSES) and Guests by raising awareness on the importance of **protecting, preserving, and improving the quality of the trails and territory**, hence promoting the businesses and raising the necessary funds for Trail Building and Territory Maintenance activities.

The following terms and conditions lay down the rules for the **FOR YOU CARD** membership and its use.

1) CARD'S HOLDERS

The **FOR YOU CARD**, hereinafter also called **CARD**, is exclusively intended for natural persons over the age of 18.

2) PROJECT OVERVIEW

The **FOR YOU CARD** initiative allows its holder (GUEST) to take advantage of special offers, even short-term ones, supported by FOR and paid through digital coupons and discounts (upon reaching set points thresholds by purchasing products and services provided by FOR itself and the Consortium BUSINESSES) and to contribute preserving the Finale Outdoor Region territory.

3) ISSUING THE CARD

The **CARD** is given directly to the person who requests it after having filled the membership contract and paid 10,00 €. The **CARD** can be purchased at the Info Point at the Finale Outdoor Base (located in Finale Ligure, Via per Gorra 10), at all those businesses that are members of the FOR Consortium and display the identifying window decals and on the Consortium and member businesses' online platforms. The **CARD** is personal and non-transferable, and each GUEST cannot activate more than one **CARD** during its validity period. In the event of loss or theft, the GUEST can request that a new **CARD** be issued. The **CARD** will be in the same name, it will cost 5,00 €, and all the previously earned points will be transferred to the new **CARD**. The card is identified by an NFC code and a QR CODE associated to the holder.

4) DURATION OF THE CARD

The Card is valid for one calendar year from January 1st to December 31st each year, with the exception of the cards issued in 2021, which will expire on December 31st, 2022.

5) HOW TO USE THE CARD AND HOW IT WORKS



The **FOR YOU CARD** will give the GUEST the opportunity to earn points when purchasing products and/or services provided by FOR or by the Consortium **BUSINESSES** taking part in the initiative. When the purchases are made by users who are not over the age of 18, the **CARD** holder parent will be able to earn the minor child's points. To enjoy the **CARD**'s benefits, it is necessary to present it at the time of payment. Depending on the points threshold reached, the GUEST will get a coupon according to the following scheme:

- 1500 POINTS 50% discount on the FOR-MERCHANDISING MUG, WATER BOTTLE or comparable product's selling price;
- 2000 POINTS 50% discount on the FOR-MERCHANDISING T-SHIRT or comparable product's selling price;
- 2000 POINTS 5€ voucher on a SINGLE UPLIFT purchased from the transport companies participating in the FOR YOU CARD project;
- 3000 POINTS 10€ voucher on an OUTDOOR EXPERIENCE purchased from an outdoor provider participating in the FOR YOU CARD project;
- 3000 POINTS 10€ voucher on a BIKE/E-BIKE RENTAL from a rental provider participating in the FOR YOU CARD project;
- 5000 POINTS 20€ voucher on a STAY (B&B option) purchased from an accommodation provider participating in the FOR YOU CARD project.

Under no circumstances can the coupons/vouchers be converted into cash.

The coupons/vouchers can only be spent on products or services provided by FOR itself or other **BUSINESSES** participating in the initiative.

Each coupon/voucher is valid for one purchase only.

6) EARNING POINTS

When purchasing the CARD, the GUEST will receive: the MTB trail map, a 15-day Outdooractive PRO access voucher, and the first 500 points. Subsequently, points will be earned according to the following scheme:

- Single Uplift: 50 points;
- Half Day Tour: 150 points;
- Full Day Tour: 250 points;
- Accommodation Stay: 1 point per every 1€ spent;
- Food & Beverage: 2 points per every 1€ spent;
- Purchases at Outdoor Sports stores or at FOR: 1 point per every 1€ spent, up to 500 points;
- Donations for territory maintenance: 100 points per every 1€ donated.

FOR and each participating **BUSINESS** can have its own commercial initiatives that allow the GUEST to earn a greater number of points or can have initiatives for reaching certain targets in their SHOP/**BUSINESS**.



The points collection ends on December 31st of each calendar year. The points earned and not used can be transferred to the guest's card of the following year.

The Consortium reserves the right to modify the points system as described in art. 5 at any time, after releasing the new terms and conditions on the website www.finaleoutdoor.com.

7) PERSONAL DATA PROCESSING

To activate the CARD, the GUEST will have to provide some data. See the privacy policy attached to the application form for further information.

8) CONTACTS

For any additional information regarding the FOR YOU CARD program, the GUEST can check out the FOR YOU CARD section of the website www.finaleoutdoor.com or contact FOR at contact@finaleoutdoor.com.