

OFFICIAL RULES OF THE IDEYKA LOYALTY PROGRAM

These rules determine the conditions and procedure for using the Loyalty Program "Ideyka" (hereinafter LP IDEYKA) available from the online store ideyka.com.ua in Ukraine.

1. WHAT IS LP IDEYKA

The Ideyka Loyalty Program is a bonus program that allows regular customers to make their purchases even more rewarding and at the same time receive nice gifts on special occasions.

2. LP IDEYKA PARTICIPANTS

Any individual who has reached the age of 14 and filled in the questionnaire on the ideyka.com.ua online store website can become a Loyalty Program Participant.

3. THE IDEYKA PROGRAM ORGANIZER

The executor (Organizer) of the program is the owner of the Ideyka online store: PRIVATE ENTERPRISE "KIDDY-CO", which has all the rights in the management and development of the Program.

4. BONUSES

Bonuses are nominal units that are credited to the virtual bonus account after a client makes purchases in the ideyka.com.ua online store. In the future, they act as virtual money that can be used to pay for purchases in the online store in the manner prescribed by the Organizer.

1 bonus is equal to 1 Ukrainian hryvnia.

4.1 The balance of the bonus account can be found in the Participant's personal program account or by calling the hotline: 0 800 33 16 50.

4.2 Program Participants receive:

- Special promotional offers and gifts;
- 50 promotional bonuses for registration on the website of the Ideyka online store.

4.3 Advantages for participants:

- Ability to accumulate bonuses and use them to pay for purchases;
- Additional privileges and discounts;
- Updates about the latest news and promotions in the Ideyka online store.

5. ACCOUNTING / USING BONUSES

5.1 Bonus calculation depends on the amount of customer purchases that have gone through the Loyalty Program:

Level of participation in the loyalty program	Total amount of accumulated purchases	Bonus (cashback)
Bronze Ideyka	From UAH 1 to UAH 1,999	5%
Silver Ideyka	From UAH 2,000 to UAH 4,999	10%
Golden Ideyka	More than UAH 5000	15%

- 5.2 From the amount of purchase of discounted goods, a bonus is calculated as 3% of the price of the goods, regardless of the level of accumulated purchases.
- 5.3 Bonuses become available for use after 14 calendar days from the date of accrual for purchases made in the online store and solely upon receipt of funds.
- 5.4 Bonuses can be used to pay for purchased goods, but not more than 50% of the total amount of the product price.
- 5.5 Bonuses are not accrued and / or debited if the customer has not logged in to the site or paid under an account other than the account containing the accrued bonuses before paying for the purchase.
- 5.6 During one transaction in purchasing goods, one can simultaneously redeem the current and accrue new bonuses. Cashback shall be calculated to the amount remaining after deducting bonuses.
- 5.7 Bonuses are also accrued for the purchase of promotional goods, and one can also redeem units in purchases of promotional items.
- 5.8 Bonuses do not have a cash value and do not give the right to receive them in cash equivalent. Bonuses can't be converted into any other means of payment.
- 5.9 Bonuses are valid for 180 days from the moment of their accrual. If you make another purchase within 180 days, the bonus validity is extended for another 180 days. Otherwise, the bonuses are canceled. One month before the possible cancellation date, the program participant receives an information message about the possible cancellation of bonuses in the manner specified by the Organizer.
- 5.10 In case of return of the goods purchased by the Participant, the number of bonuses used in purchasing the goods is refunded to the Participant's account. The refund of used bonuses is carried out within one day from the date of registration of the return or cancellation of the order.
- 5.11 Bonuses for registration on the site are credited in the amount of 50 units provided that all required fields of the Questionnaire are filled in, including the "e-mail" field. Registration bonuses are valid for 30 days. If such bonuses have not been used during this period, they are canceled.
- 5.12 The Organizer reserves the right to change the terms of use of bonuses and the list of goods, for the purchase of which the Participant may not use the accumulated units, at own discretion and without further notice to the Participant.

6. TERMINATION OF PARTICIPATION IN THE LOYALTY PROGRAM

- 6.1 The Program Participant has the right to terminate participation in the Program without any negative consequences by blocking the bonus account. To do this, one shall call the hotline number 0 800 33 16 50 and notify the operator of the termination of the bonus account.
- 6.2 The Organizer reserves the right to exclude any Participant in case of violation of the terms of the Loyalty Program or abuse of rights. The Organizer reserves the right to refuse any potential Participant membership in the Loyalty Program at own discretion.

7. OTHER CONDITIONS

- 7.1 The Organizer of the Program has the right to make any changes to the current Rules of the Program at any time, notifying the Program Participant of such changes no later than 10 calendar days before their entry into force by posting relevant information on the Organizer's

website.

7.2 The Organizer reserves the right to suspend or terminate the Program at any time by notifying the Program Participants within 1 calendar month by posting the relevant information on the Organizer's website.

7.3 The notice shall be considered sent to the Participant if posted on the Organizer's website.