

## Barberino Outlet

BMG Barberino Srl  
Società Soggetta ad Attività di Direzione e Coordinamento  
Da Parte di DWS Grundbesitz GmbH – Sede Secondaria



Managed by Promos S.r.l.

### BARBERINO OUTLET "PRIVILEGE CARD" REGULATIONS

#### 1) Presentation and validity of the loyalty program called "PRIVILEGE CARD"

The company BMG Barberino srl, with registered office in Milan on Via Alessandro Manzoni, 38, and operating in Florence on Via Meucci snc, Barberino di Mugello (FI), VAT number/Tax code: 05176070489, which, through the company PROMOS srl, manages Barberino Outlet in the Municipality of Barberino di Mugello (Florence), has established a loyalty program for its customers. Membership in the aforementioned program entitles the holder to a card called the "PRIVELEGE CARD", which offers special benefits to its holders. Membership and use of the PRIVELEGE CARD imply full acceptance of these Rules.

#### 2) How to join- Issuance and validity of the "PRIVILEGE CARD"

The request to join the loyalty program and, therefore, the request for the issuance of the "Privilege Card" is reserved for individuals of legal age and must be made by completing the paper form, which is requested from and returned to the Outlet's Guest Services office. With regard to the processing of personal data, please read the information notice pursuant to Articles 13 and 14 of the EU Regulation 2016/679 attached hereto.

After verifying that the paper application form has been completed correctly, Guest Service staff will issue the customer with a personalized **PRIVILEGE CARD** upon payment of €5 (five euro).

The "**PRIVILEGE CARD**" is valid for one year (365 days) from the date of activation.

Upon expiry, the Card is not automatically renewed. The customer must renew their membership by paying the annual fee of €5 (five euro).

Payment of the annual fee can only be made using the following methods:

- Cash, Credit Card or debit card at the outlet's Guest Services desk;

**Please note:** The card will only be activated once the amount has been credited.

Each member guarantees the accuracy of all information provided in the membership application and is solely responsible for it. Any changes to the data must be communicated in writing to BMG Barberino srl at the Outlet Guest Services desk or by sending an email to: [privacy@barberinooutlet.com](mailto:privacy@barberinooutlet.com).

#### 3) Benefits reserved for cardholders and terms of use

The "Privilege Card" guarantees the holder the following special benefits:

- a 20% discount on outlet prices in stores participating in the loyalty program, on Wednesdays only.

In order to obtain the discount, you must show your "**PRIVILEGE CARD**" before the receipt is issued in stores participating in the initiative.

**Exclusions:** The discounts to which the "**PRIVILEGE CARD**" entitles you cannot be requested during sale periods or for the purchase of goods already in promotion.

**BMG Barberino srl – Società Unipersonale**  
Via A. Manzoni n. 38 – 20121 Milano  
C.F. / P.Iva 05176070489 Capitale €5.510.000 i.v.  
R.E.A. N. 2588286 - Registro Imprese di Milano N. 05176070489  
PEC: [bmgarberino@legalmail.it](mailto:bmgarberino@legalmail.it)

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Participating stores will be updated periodically and will only be valid for the period indicated.

The benefits guaranteed by membership of the loyalty program are personal and reserved exclusively for the cardholder, who is solely responsible for the safekeeping and proper use of the card.

In the event of loss or theft of the “**PRIVILEGE CARD**”, the holder must immediately notify the Outlet Info point, which will issue a new card at the cost of €5 (five euro).

#### 4) **Right of Withdrawal**

Each cardholder may withdraw from the Loyalty Program at any time by sending written notification, accompanied by their Privilege Card, to Guest Services at Barberino Outlet.

#### 5) **Cancellation and/or termination of the loyalty program**

In the event of misuse of the “**PRIVILEGE CARD**”, BMG Barberino Srl reserves the right to cancel the card at any time, after notifying the cardholder at the address indicated on the registration form. Cancellation from the program and from the archives, however determined, will result in the immediate termination of the right to the benefits/advantages associated with the card itself.

#### 6) **Changes to the Regulations**

BMG Barberino Srl reserves the right to unilaterally modify these Regulations, even partially and at any time. The updated version of the Regulations will always be available and can be consulted at <https://www.barberinooutlet.com/> in the section dedicated to the “**PRIVILEGE CARD**” and available at the Outlet’s Guest Services.