

Mercedes-Benz World Attractions Loyalty Scheme Terms and Conditions

Terms and conditions (the “**Terms**”) governing the operation of the Mercedes-Benz World Attractions Loyalty Scheme (the “**Scheme**”).

1. To be able to participate in the Scheme you will need to obtain a loyalty card (“**Loyalty Card**”) in advance.
2. A Loyalty Card can be obtained when attending Mercedes-Benz World (“**Scheme Operator**”).
3. The following selected attractions apply to the Scheme:
 - Little Learners
4. In order to obtain a Loyalty Card a customer is required to purchase one of the selected attractions at either the Mercedes-Benz World reception.
5. When a Loyalty Card holder purchases one of the selected attractions they will receive 1 stamp per purchase. The Loyalty Card holder must have their Loyalty Card present at the time of their transaction in order to receive a stamp.
6. When a Loyalty Card holder receives their **5th stamp** they are entitled to 50% off their next purchase from the list of selected attractions. This offer may only be redeemed once per Loyalty Card and must be redeemed by the cardholder within 24 months of receiving their 5th stamp.
7. When a Loyalty Card holder receives their **10th stamp** they are entitled to 100% off their next purchase from the list of selected attractions. This offer may only be redeemed once per Loyalty Card and must be redeemed by the cardholder within 24 months of receiving their 5th stamp.
8. Once redeemed, any Loyalty Card with 10 stamps will be retained by the Scheme Operator.
9. The reservation of any Mercedes-Benz World attraction in accordance with the Scheme is subject to availability and opening times.
10. Customers must be 18-years-old or older to participate in the Scheme.
11. The Loyalty Card holder may only receive a stamp for their own purchase of an attraction, and not for any purchase made by another Loyalty Card holder or a person who does not have a Loyalty Card.
12. Loyalty Cards may not be sold, offered for sale, used for competitions, coupled or bundled with any product or services including hospitality, or used for any commercial or promotional purposes whatsoever.
13. Any Loyalty Card which appears in the absolute discretion of the Scheme Operator to be photocopied, counterfeit, illegible, stolen, damaged, tampered with, or altered in any way without the Scheme Operator’s consent, will be invalid for all purposes and will be retained by the Scheme Operator.
14. The Scheme Operator reserves the right to prohibit any cardholder who provides false or misleading information or who breaches these Terms from participating in the Scheme.
15. Any Loyalty Card distributed as a part of the Scheme cannot be used in conjunction with any other Mercedes-Benz offer or promotion unless otherwise stated by Mercedes-Benz.
16. The Scheme Operator’s decision in the exercise or interpretation of any of its rights or discretions in connection with these Terms shall be final and binding.
17. The Scheme shall be governed and construed in accordance with English Law and the courts of England and Wales shall have exclusive jurisdiction over any proceedings arising out of or in connection with it.
18. If any of these terms should be determined to be illegal, invalid or otherwise unenforceable then it shall be severed and deleted from these terms and conditions and the remaining terms shall survive and remain in full force.
19. The Scheme Operator reserves the right to withdraw or amend the Terms of the Scheme at any time without giving any notice to cardholders or any other persons.
20. The Scheme Operator shall not be liable for any failure to comply with its obligations where the failure is caused by something outside its reasonable control. Such circumstances shall include, but not be limited to, weather conditions, fire, flood, hurricane, strike, industrial dispute, war, hostilities, political unrest, riots, civil commotion, inevitable accidents, pandemics or epidemics, government actions in response to pandemics or epidemics, supervening legislation, technical and computer faults, system failures, network errors, website unavailability, hacks on the system, personal computer issues, failures and malfunctions or any other circumstances amounting to force majeure or any other issue out of our reasonable control.
21. Information on how Mercedes-Benz stores and uses customer data can be found in our privacy policy, which is accessible via the following hyperlink:
<https://www.mercedes-benz.co.uk/passengercars/content-pool/tool-pages/footer-legal-links/privacypolicy.html>

Standard Mercedes-Benz World terms and conditions applicable to all attractions apply to all purchases and can be found on the Mercedes-Benz World website, which is accessible via the following hyperlink: <https://www.mercedes-benzworld.co.uk/driving-experiences/terms-andconditions/#>