

# GUIDELINES

## Club Cage Loyalty Program

The Club Cage Program, hereinafter referred to as the “**Club Cage Program**”, is offered by SportsScene Group Inc., whose head office is located at 1180 Nobel street, Boucherville, QC J4B 5L2, at participating La Cage – Brasserie sportive restaurants in the SportsScene Group Inc. group, hereinafter referred to as the “**Restaurants**”.

It is understood that a transaction, hereinafter referred to as a “**Transaction**” includes the details of purchases made by a client in any Restaurants, and more specifically the items, quantity, purchasing frequency, etc. These transactions are only made at points of sale.

It is understood that the Club Cage Program includes in particular, but not limited to, all communications, offers, and benefits that a Member can receive and accumulate as related to their purchase behaviour at participating Restaurants.

It is understood that a member, hereinafter referred to as a “**Member**”, is an individual who has signed up for the Club Cage Program and whose membership has not been cancelled.

It is understood that a reward, hereinafter referred to as a “**Reward**”, includes in particular, but not limited to, all benefits, access or particular status, any discounts on items, discounts on totals or free gifts that a Member can achieve, receive or apply following a Transaction or many Transactions.

It is understood that personal information, hereinafter referred to as a “**Personal information**,” collected from Club Cage Program Members includes but is not limited to their last name, first name, language of communication, address, email address, phone numbers, IP address, birth date, food preferences, allergies and intolerances, Program card numbers and information of each Transaction..

## GENERAL

1. The Club Cage Program is the property of SportsScene Group Inc. and is offered to clients of *La Cage – Brasserie sportive* in collaboration with all participating Restaurants.
2. SportsScene Group Inc. can, at its own discretion, interrupt or terminate the Club Cage Program without notice.
3. If the Club Cage Program is interrupted or terminated for any reason, SportsScene Group Inc. cannot be held responsible for any loss, claim or damages of any kind incurred by a Member and will be automatically released from any claim filed by Club Cage Program Members due to the interruption, termination, loss of rewards, or other act that is a result of said interruption or termination.
4. SportsScene Group Inc. may modify Club Cage Program guidelines, benefits, conditions of participation or number of visits needed to obtain Rewards, in part or in whole, at any time without prior notice, even if these modifications may change the value of visits accumulated to date.
5. SportsScene Group Inc. may remove, limit, modify or cancel any Reward.
6. The Club Cage Program is open to Canadian residents aged 18 and over. Eligible persons can become Club Cage Program Members by signing up for the Program on the website, the Club mobile site, or via the program app available free on the Apple App or Google Play store.
7. Accepting Club Cage Program’s *Conditions of use* constitutes an acceptance by the Member of all Club Cage Program guidelines as well as these rules and regulations.
8. SportsScene Group Inc. is relieved of any responsibility that may arise from an error or omission concerning the accuracy of the information contained in this document.
9. Abuse of the Club Cage Program (including failure to follow program policies and procedures, the sale or barter of Rewards, any misrepresentation of fact relating thereto, or other improper conduct, as determined by SportsScene Group Inc. in their sole judgment, any untoward or harassing behaviour with reference to any SportsScene Group Inc. or participating Restaurant employee or any refusal to honour SportsScene Group Inc. employees' instructions) may result in cancellation of the Member's account, future disqualification from Program participation, and forfeiture of all visits accrued. SportsScene Group Inc. reserves the right to take appropriate legal action, as it deems necessary, and to recover damages, attorneys' fees, and court costs.

10. Sportscene Group Inc. reserves the right to interpret and apply the policies and procedures communicated in this document. All decisions by Sportscene Group Inc. shall be final and conclusive in all cases.
11. Club Cage Program Members are allowed to consult the information in their file, contest the accuracy of the information and correct any false information. To access their file, a Member must visit club.cage.ca or the "Profile" section on the app.
12. Information on Rewards that Members can benefit from can be accessed on the app as well as club.cage.ca. Information available when a Member accesses their profile online includes all information in their profile fields, the number of visits accumulated, and any Rewards they are entitled to.
13. Members who do not provide an email address cannot participate in the Club Cage Program, as this field is mandatory when completing a Member profile. However, a Member can, at its own discretion, accept or refuse to accept promotional communications from Sportscene Group Inc. and affiliated partners. To make this choice, a Member can modify their communication preferences at any time in their Member profile. The Member understands that if he refuses to receive Club Cage Program communications, he accepts that this may exclude him from certain Program benefits or Rewards, at the sole discretion of Sportscene Group Inc..

## PRIVACY AND INFORMATION

14. Sportscene Group Inc. ensures the privacy and security of all information collected from Club Cage Program Members. Members can consult the Program's Privacy Policy at any time at <https://www.cage.ca/en/privacy-policy-2015>.
15. By enrolling in the Club Cage Program, a Member authorizes Sportscene Group Inc. to collect and use its personal information in order to maintain its file and communicate information of a commercial nature or related to the Program. From time to time, information provided to Sportscene Group Inc. and the program administrator, iQ7/24 Inc., may be used to present information, products, services, or relevant offers from Sportscene Group Inc. and their associated partners. If a Member would prefer this information not to be used, he must contact Sportscene Group Inc.'s client service department at 1-450-643-3011 or visit club.cage.ca to update their profile.
16. From time to time, Sportscene Group Inc. may solicit personal information from Club Cage Program Members. If a Club Cage Program Member refuses to provide this additional information, its status will in no way be affected.
17. Sportscene Group Inc. will not give, lend or sell its list of Club Cage Program Members to anyone, whether they are individuals or legal persons. Sportscene Group Inc. will allow only the most limited access to Members' personal information by authorized entities, under strict supervision, or bound by contract to maintain the privacy and security of this information, solely with the purpose of helping Sportscene Group Inc. to promote the Program and analyze the information.
18. Sportscene Group Inc. hereby agrees to respect the provisions contained in the Québec Act respecting the protection of personal information in the private sector (hereafter referred to as the "Act") as well as all other applicable federal and provincial laws. If the Act or any other applicable law grants the Club Cage Program Member additional protection than those presented here, Sportscene Group Inc. will take the necessary measures needed to ensure these additional measures are met.

## JOINING THE PROGRAM

19. To join the Club Cage Program, a client must become a Member. To do so, they must complete all mandatory fields of the Member profile at club.cage.ca or via the app, available free on the Apple App or Google Play store, and accept Club Cage Program's *Conditions of use* by checking the box provided.
20. A company, corporation, or any other legal organization can not become a Member.
21. Only one individual is allowed per Club Cage Program account, under its full, legal name.
22. Only one virtual card will be given per Member. Each Member has a unique card number and cannot share their account with anyone or reveal their personal information or password to anyone.
23. Membership is non-transferable.

24. No retroactive credit will be awarded for purchases rendered prior to enrolment in the Club Cage Program until their enrolment in the Program is duly completed and the Member receives their welcome email.
25. Employees of SportsScene Group Inc. and participating restaurants are eligible to enrol in the Club Cage Program. If ever a "contest"-type promotion that falls under the legal authority of the *Régie de l'Alcool, des courses et des jeux* is offered within the Club Cage Program, no employee, affiliated agency, or persons domiciled at the same address can be declared a winner.
26. If ever a Club Cage Program Member's mobile phone is lost or stolen, the Member must immediately reset its password. If a Member's physical card is stolen, the Club Cage Program Member must indicate this via [club.cage.ca](http://club.cage.ca) or the mobile app. Should a Member suspect fraud, they must immediately advise SportsScene Group Inc. in writing by email via the contact form at <https://www.cage.ca/en/contact-us> or phoning SportsScene Group Inc.'s client service department at 1-450-643-3011. The balance of visits and Rewards accumulated and not redeemed will remain unchanged. SportsScene Group Inc. will cancel any visits accumulated in an account where the member is suspected of falsifying Personal Information.
27. If a Member's Personal information changes, he must update that information by modifying the fields in its profile online or via the app. SportsScene Group Inc. can not be held responsible for any error or missing information related to the information in a Member's profile.

## COLLECTING VISITS

28. All Rewards are subject to an expiration date. In the same vain, if a Member does not earn or redeem a visit or make a transaction within its account for 14 consecutive months, the account will be considered inactive and can not be reactivated. The virtual card cannot be used again and the account balance will be set to zero.
29. Members must allow up to 48 hours before rewards, including free products, can be credited to their Club Cage Program account.
30. Every Reward comes with specific terms and conditions for use and validity. For information about Reward conditions and terms of use, the Member must refer to the legal information that accompanies every piece of communication concerning Rewards.
31. In every case, a Reward is never for any reason transferrable, refundable or redeemable to another Member for cash or any other Reward of equal or different value.
32. Visits count only for eligible items, which include but is not limited to menu items sold at Restaurants only. The list of eligible items can be modified without notice by SportsScene Group Inc.
33. To earn a visit, a Member must accumulate at least \$15CAD in eligible products (after discounts and before taxes).
34. Members can accumulate visits and Rewards on a maximum of 2 visits per day.
35. After the 5th visit, a Member will receive a choice of 3 Rewards, valid for 90 days. Following the 5th visit, the visit counter is reset to zero.
36. Within the Club Cage Program, a Member can earn rewards such as a free product or receive a multiplier-type visit which multiplies the number of visits in their counter.
37. A Member can also receive other types of Rewards that offer discounts on items, groups of items, or the subtotal on their bill, based on purchase behaviour. The Member understands and accepts that the Rewards offered in the Club Cage Program can vary from one Member to another in both number and value.
38. The Member card itself is not a method of payment or equal to a credit card. It is only for the Member to access their account, including Rewards and visits accumulated on purchases.
39. When it comes to exchanging visits for Rewards, the Club Cage Program Member releases SportsScene Group Inc. from all responsibility and claims as related to the exchange and use of the Reward or any and all loss or damage caused by the products or services offered as a Reward.
40. To earn visits on purchases, the Member must present their virtual or physical card before completing their payment at the cash.
41. If a transaction is cancelled, the Member must present their virtual or physical card in order to reverse the transaction and any benefits added to their account. If this includes the use of a Reward, the Member must contact SportsScene Group Inc. in writing by email via the contact form at <https://www.cage.ca/en/contact-us> or phoning SportsScene Group Inc.'s client service department at 1-450-643-3011 to reverse the transaction.

42. Under no circumstance can a Member claim a visit on a transaction that's been closed and/or paid for should they have forgotten for any reason to present their virtual or physical card at the restaurant before completing their payment. This does not constitute a valid reason to request the reverse of a transaction.
43. A visit will appear on the receipt after a Member concludes an eligible transaction. If ever there is a technical issue and the balance does not appear, the Member can view their balance online at any time at [club.cage.ca](http://club.cage.ca) or via the app.
44. If a Club Cage Program Member dies, their account will be closed, all accumulated visits in their account shall be cancelled, and Sportscene Group Inc.'s client service department must be advised. If not, the account will be deactivated and set to zero after 14 months without activity.
45. Sportscene Group Inc. accepts no responsibility for Rewards granted to anyone if the Member did not advise beforehand that its virtual or physical card was lost or stolen (see declaration procedure, above). The Member must assume all responsibility for Rewards used before the theft or loss was reported.