



Tigers ROARwards is our fantastic rewards and loyalty programme which is free for all our season ticket holders, members and fans to use. Details of how you can collect Points with Tigers ROARwards can be found [here](#). This includes the ability to collect points with Tigers as follows:

- **Tickets:** you will be able to collect points for purchasing season tickets, match tickets, and Memberships with Tigers. There may also be instances where points 'bounties' are offered for certain transactions or activities such as renewing your Season Ticket.
- **Merchandise:** you will be able to collect points for purchasing merchandise with the [Leicester Tigers Club Shop](#).
- **Engagement:** you will also be able to collect points just for being a fan and engaging with Tigers. More details of engagement activities that will enable you to collect points can be found [here](#). These can include engaging with Tigers' Social Media sites, reading articles or watching videos on the Tigers' website, subscribing and engaging with The ROAR digital newsletter and matchday programme, and with the Leicester Tigers App.

**New Members** – following certain transactional or engagement activities with Tigers (including via our ticketing, merchandising, website or App platforms), you will be given the opportunity to join the Tigers ROARwards programme. In order to facilitate the awarding of valuable Tigers ROARwards points as a result of these activities, Tigers ROARwards will process your account information (including name, address, email address, IP address and transactional or engagement information (if applicable)). Tigers ROARwards will not process or store your information for any other purposes than allowing you to seamlessly become a member of the programme (and collect or redeem points as a member of the programme), and will process your information in line with their [Privacy Policy](#).

**Existing Members** – for Tigers customers who are existing Tigers ROARwards members, following:

- a ticket or merchandise purchase with us (online, by phone or in-store) the information relating to your transaction (including the products purchased, the total price paid and any Tigers ROARwards points redeemed as part of your transaction) will be processed by Tigers ROARwards for the purposes of applying points to, or removing points from, your Tigers ROARwards account;
- an engagement activity that enables you to collect points (as described above as well as on the Tiger ROARwards website – details of which can be found [here](#)), the information relating to your engagement activity will be processed by Tigers ROARwards for the purposes of applying points to your Tigers ROARwards account.

**How Tigers ROARwards will use your information:**

**To provide member benefits** - if you are a customer who is a member of the Tigers ROARwards programme, we will share with Tigers ROARwards the information concerning your transactions with us. The information we share will be used by Tigers ROARwards to provide you with member benefits and to operate the Tigers ROARwards programme. For more information on how Tigers ROARwards will use your information please see its privacy notice, which can be viewed [here](#). Where we share your information in this way, we are not responsible for Tigers ROARwards or how it uses your information as a member of the Tigers ROARwards programme.

For further details about the Tigers ROARwards programme and/or to view the full terms and conditions of the Tigers ROARwards programme, please [click here](#).

Should you wish to opt-out of the Tigers ROARwards programme, you may do so at any time by contacting Tigers ROARwards by email at [hello@tigers-rewards.com](mailto:hello@tigers-rewards.com).

**As a service provider to us** - from time to time, we ask Tigers ROARwards to help us look at improvements to the way in which we engage with our customers. This includes making

recommendations to help customers save money on their ticket and merchandise purchases, providing the tools to help us incentivise customers to come to one of our matchdays or improving their customer experience at Tigers. In providing these services, we may disclose transactional information to Tigers ROARwards about our customers (who may not be Tigers ROARwards members) so that Tigers ROARwards may analyse transactional information, customer purchases and behaviours (and trends) as well as segmenting our customer database. For the purposes of performing these tasks, we continue to control any information shared - Tigers ROARwards acts under our instruction and as a data processor only and will not use your personal information for its own purposes.