

# SCAN & EMAIL

To enroll, please complete and scan to  
[rewards@matthewsteelesalonspa.com](mailto:rewards@matthewsteelesalonspa.com).

## PURE PRIVILEGE<sup>SM</sup> PROGRAM OVERVIEW

### Salon checklist for Aveda Pure Privilege<sup>SM</sup>:

- Talk to your SDP regarding program questions.
- Read terms and conditions, and complete the enrollment form.
- Fax enrollment form and credit card agreement to: **763.951.6039**.
- Schedule time with your SDP for staff training.
- Visit **avedapurepro.com** to access additional training materials.
- Acquire **Pure Privilege<sup>SM</sup>** collateral pieces:
  - Add complimentary envelopes and enrollment forms to your Aveda product order.
  - Visit marketing library for in-salon marketing material (i.e. easelback, reward brochure, reward placement, double points collateral, etc.).
  - The program manual can be found on [avedapurepro.com](http://avedapurepro.com) and the stamp will be mailed separately.
- Ensure salon has stock of 30 ml **composition oils<sup>TM</sup>** for the **Pure Privilege<sup>SM</sup>** birthday gift.
- Choose either Salon Biz or the Salon iPad App to administer the program. You do not need **both** Salon Biz and the app.

#### If you are using SalonBiz:

- Must have version 5.2 or higher and must connect to the internet.
- Recommended hardware:
  - **Card Swipe/Reader:** Magtek SureSwipe Reader, USB track I/II/III, KBW emulation (Part# 21040145)
  - **Barcode Scanner:** Honeywell MS9500 Voyager Scanner (Part# MK9540-32A38)
  - **Receipt Printer:** Epson TM-T88V Ethernet thermal receipt printer (Part# C31CA85330)
- Expect a call from SalonBiz to complete integration 7–10 business days from date of fax submission.
- Sign up for webinar on program use at <https://salonbizsoftware.com/support/workshops/>.

#### If you would like to use the Pure Privilege<sup>SM</sup> Salon iPad app:

- You must have an iPad 2, iPad Mini 2 or iPad Pro or above running at least iOS9. You do not need to purchase a separate iPad to run the app.
- Have wifi access.
- Aveda recommends purchasing a receipt printer (**\$260**). Expect the machine to arrive 10–12 business days from date of fax submission.

**Note:** *you may secure your own printer, but only the Star Micronics Wireless Thermal Receipt Printer TSP100III Series Model #39472110 printer is supported. There aren't any plans to add support for additional printers at this time. If you choose to secure your own printer, Aveda is not responsible if the wrong printer is purchased or if your sourced printer malfunctions. Aveda cannot guarantee the printer you acquire can be used by multiple apps/POS machines at the same time.*

#### If you have a Verifone already:

- You can upgrade from the Verifone terminal to the Salon iPad App at no charge.

**Pure Privilege<sup>SM</sup>** invoices are issued monthly via the e-mail provided on page 3. Credits for member service certificates and retail products given out as rewards will appear at that time. If credit owed exceeds amount charged, then your salon will be issued a refund. Debits are charged to the credit card provided at the time of enrollment.





## PURE PRIVILEGE<sup>SM</sup> LEGAL TERMS AND CONDITIONS:

WHEREAS, Aveda operates a customer loyalty program called “**Pure Privilege<sup>SM</sup>**” (the “**Pure Privilege<sup>SM</sup>** Program”), which offers customers participating in the **Pure Privilege<sup>SM</sup>** Program (“Participating Members”) designated rewards in exchange for rewards points earned under the **Pure Privilege<sup>SM</sup>** Program;

WHEREAS, Aveda desires that the Salon participate in the **Pure Privilege<sup>SM</sup>** Program by enrolling customers as new Participating Members, recognizing that participation in the **Pure Privilege<sup>SM</sup>** Program by Salon is entirely voluntary;

WHEREAS, if Salon agrees to participate in the **Pure Privilege<sup>SM</sup>** Program, it will transmit to Aveda information regarding the purchase of Aveda products by Participating Members and honor **Pure Privilege<sup>SM</sup>** Program rewards;

WHEREAS, Salon desires to participate in the **Pure Privilege<sup>SM</sup>** Program on the terms and subject to the conditions set forth herein.

NOW, THEREFORE, in consideration of the premises, the parties hereto hereby agree as follows:

1. Subject to the terms hereof, Aveda agrees that Salon may participate in the **Pure Privilege<sup>SM</sup>** Program.
2. As a participant in the **Pure Privilege<sup>SM</sup>** Program, Salon agrees to:
  - a. purchase and install an electronic **Pure Privilege<sup>SM</sup>** Program processing terminal as specified for the program, including a card reader and scanner to be obtained either from Aveda or a supplier approved by Aveda, or utilize approved point-of-sale software system compatible with the program which will be integrated for the program by the software company (the “**Pure Privilege<sup>SM</sup>** Program Equipment”);
  - b. pay to Aveda all applicable **Pure Privilege<sup>SM</sup>** Program administration fees (which may be revised by Aveda at its discretion from time to time, but typically occur on a monthly basis) as set forth in **Pure Privilege<sup>SM</sup>** points invoices; lifestyle, concept and exclusive salons pay \$0.005 per point and family salons pay \$0.01 per point, including points associated with monthly **Pure Privilege<sup>SM</sup>** promotions, double points certificates, and salon double points events. Salons are responsible for paying per point, including points associated with double points certificates, salon double points events, and non-bonus points earned alongside of Aveda hosted monthly **Pure Privilege<sup>SM</sup>** promotions. Salons are not responsible for paying for points associated with Aveda hosted events and promotions, such as Aveda hosted double points and bonus points associated with Aveda hosted monthly **Pure Privilege<sup>SM</sup>** promotions (i.e. earn an additional 300 bonus points when with a purchase of 3 skin care products);
  - c. use its best efforts to enroll Salon’s customers as new Participating Members, it being understood that, in accordance with the terms of the **Pure Privilege<sup>SM</sup>** Program, Salon shall receive from each new Participating Member a payment of ten dollars (\$10) as a membership fee;
  - d. issue temporary **Pure Privilege<sup>SM</sup>** Program enrollment cards provided by Aveda to all new Participating Members;
  - e. using the **Pure Privilege<sup>SM</sup>** Program Equipment,
    - i. transmit to Aveda all information regarding Salon’s sales of Aveda products to Participating Members, it being understood that such **Pure Privilege<sup>SM</sup>** Program-related sales data shall not include, and **Pure Privilege<sup>SM</sup>** Program rewards shall not be earned in respect of, sales of (x) services, (y) Salon gift certificates, or (z) Aveda products in exchange for Salon gift certificates; it further being understood that the Participating Member is providing his/her personally identifiable information to Aveda (not the Salon) when he/she submits an enrollment form and, therefore, if the Salon also wishes to independently collect, use or otherwise process such personally identifiable information it must inform the Participating Member and receive the Participating Member’s consent to do so in accordance with applicable law; and
    - ii. transmit to Aveda relevant data regarding Participating Members’ redemption of **Pure Privilege<sup>SM</sup>** Program rewards;
  - f. at all times maintain adequate inventories of Aveda’s 30 ml **beautifying<sup>™</sup>**, **stress-fix<sup>™</sup>**, **shampure<sup>™</sup>** and **men’s pure-formance<sup>™</sup>** **composition oils<sup>™</sup>** for the **Pure Privilege<sup>SM</sup>** birthday program;
  - g. prominently display **Pure Privilege<sup>SM</sup>** Program promotional material as provided to Salon at no charge by Aveda periodically;
  - h. on a weekly basis, mail to Aveda new Participating Member enrollment materials and other needed materials, using the forms provided, and in the manner advised, by Aveda;
  - i. honor such special **Pure Privilege<sup>SM</sup>** Program award certificates as may be issued by Aveda from time to time; and
  - j. ensure that it takes all necessary steps to protect personally identifiable information, including the enrollment forms, from loss, theft, damage or unauthorized or unlawful access or processing, and notify Aveda in writing immediately upon becoming aware of, or suspecting, any loss, theft, damage or unauthorized or unlawful access or processing of the personally identifiable information, and comply with all instructions of Aveda in connection therewith.
3. Salon agrees to give Aveda access to all of Salon’s sales information, including underlying sales documentation, relating to Participating Members in order to confirm Salon’s compliance with the terms of the **Pure Privilege<sup>SM</sup>** Program and this Agreement.
4. Aveda agrees to reimburse Salon for the cost of rewards redeemed by Participating Members at its location in accordance with the “Salon Reward Reimbursement Schedule” attached hereto (which may be revised by Aveda at its discretion from time to time). Notwithstanding such reimbursement, Salon shall be responsible for any sales and/or use taxes payable by Salon with respect to the delivery of Aveda products to Participating Members upon the redemption of **Pure Privilege<sup>SM</sup>** Program rewards.
5. Salon understands that points issued from its location have no cash value and once issued may only be redeemed in accordance with the **Pure Privilege<sup>SM</sup>** Program.