



# Loyalty Scheme

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## Join Our Loyalty Scheme

Shop your favourites, earn points, unlock exclusive perks, and receive reward vouchers throughout the year.

### How to Join

Email to inform us you would like to join our loyalty scheme with your full name and date of birth (for your birthday treat!) to [enquiries@melodyjoan.com](mailto:enquiries@melodyjoan.com) – we'll do the rest.

### Introductory Launch Offer

Collect points from 28.02.2026 to 31.12.2027. You can convert points into reward vouchers at any time during this period. Points that are not redeemed by 31.12.2027 will be calculated and sent the relevant reward voucher.

Subsequent membership years run from 1 January to 31 December.

### How It Works

- Earn 5 points for every £1 spent.
- Points are added once your order has been dispatched.
- Membership is free.
- Points can be gained through orders placed on our website, and in person sales. For in person sales, we will collect your name and email address to ensure the points are added to the correct membership.

### Reward Voucher Milestones

| Points Earned | Approx Spend | Reward Voucher |
|---------------|--------------|----------------|
| 500           | £100         | £5             |
| 1000          | £200         | £10            |
| 2000          | £400         | £20            |
| 3000          | £600         | £30            |

|      |       |     |
|------|-------|-----|
| 4000 | £800  | £40 |
| 5000 | £1000 | £50 |

## Membership Levels

Silver – All new members.

Gold – Spend £300+ during the active membership period.

Platinum – Spend £600+ during the active membership period.

## Membership Level Benefits

### Silver

(standard) Earn points on every £1 spent

Birthday treat

Members-only email offers

Access to limited stock before public launch

Early access to seasonal launches

Order completion priority

Double point days

Lifetime free occasion reminder service. Send us your important dates and we will email reminders two weeks before.

Help us help the world. Silver members become part of our Tree Planting Scheme. Choose from a designated selection of countries/projects and a tree will be planted on your behalf.

### Gold

(£300+) Everything in Silver

Free greeting card

Gold member double points weekends

Free shipping once per year within the UK

Free gift wrap service twice per year

Exclusive Gold-only promotions

Birthday treat plus double points on birthday week

Help us help the world. Gold members have an additional tree planted as part of our Tree Planting Scheme. Choose from a designated selection of countries/projects and another tree will be planted on your behalf.

### Platinum

(£600+) Everything in Gold and Silver

Free shipping for the rest of the membership period within the UK

Free gift wrap for the rest of the membership period  
Complimentary jewellery cleaning cloth  
Platinum level only giveaways  
Thank you gift from us when Platinum level reached  
Platinum member triple point days  
Birthday surprise package plus double points on birthday week  
First refusal on limited find pieces  
Help us help the world. Platinum members further support our Tree Planting Scheme. Choose from a designated selection of countries/projects and another tree will be planted on your behalf.

### Other Ways to Earn Points

|                                                              |                     |
|--------------------------------------------------------------|---------------------|
| Follow us on Facebook                                        | 10 pts              |
| Follow us on Instagram                                       | 10 pts              |
| Follow us on TikTok                                          | 10 pts              |
| Sign up to our mailing list                                  | 30 pts              |
| Sign up to our loyalty scheme                                | 10 pts              |
| Leave a review on Facebook, TrustPilot or our Google account | 10 pts per platform |
| Refer a friend                                               | 50 pts each         |

### Refer a Friend

If you refer a friend and they place their first order, you will both receive 50 points. You can refer as many friends as you like. At checkout, your friend will be asked whether they were referred and can enter your name in the text box provided. Once their order has been dispatched, the points will be added to both accounts. Please note this reward applies only to each friend's first order.

### Sign up to our mailing list

On our website, click the person icon next to our search bar. Wait a couple of seconds for the verify wording to turn into a tick. Enter your email address and press Get Sign-In Link. Head to your email and find your email from us (we may be in your junk!). Click the sign in button on the email. This will direct you back to our website and you are now logged in to your own account. You will also receive a 10% discount code in your inbox within 24 hours

of signing up. You have now joined our mailing list and have an account where you can track your orders.

### **How To Redeem Your Points / Check Your Point Balance**

Contact [enquiries@melodyjoan.com](mailto:enquiries@melodyjoan.com) with the title Check My Point Total or Redeem My Points. In the subject field please put your full name.

### **How To Redeem Your Reward Voucher**

Your Reward Vouchers will be emailed to you using the email address held on the account. You can redeem online at checkout entering your Voucher code under “Apply a Promo Coupon”, or present your Reward Voucher email at in-person events.

## **Terms & Conditions**

### **Eligibility**

- Membership is free for customers aged 18+ living in the UK.
- One account per person.
- Valid email address required.
- Joining means agreeing to receive loyalty-related emails from Melody Joan Ltd.

### **Membership Periods**

- Introductory period runs 28.02.2026 to 31.12.2027.
- Thereafter periods run 1 January to 31 December annually.

### **Points**

- 5 points per £1 spent including purchasing of gift vouchers. Postage is excluded.
- Points added after dispatch.
- Refunded/returned orders remove related points.
- Points reset at end of each membership period.
- Points cannot be transferred between accounts and have no cash value.

### **Reward Vouchers**

- Sent within 2 weeks of membership period ending.
- Purchase must minimally total the reward voucher amount.
- Valid for 12 months from issue date.
- Voucher rewards not spent within 12 months will be lost.

### **Scheme Rules**

- Tier status reviewed weekly.
- Level comes into effect once minimum spend is hit. Resets at the end of the 12 month period.
- Benefits subject to availability.

- Memberships renew at the end of the annual period and will reset to silver.
- If an order earning a free gift is refunded, the gift may need returning or value deducted.
- Points will be deducted for any items refunded that had initially accrued points.
- Items purchased using the Rewards Vouchers can be exchanged, but not refunded for cash value.
- We reserve the right to amend, pause or withdraw the loyalty scheme at any time. Reasonable notice will be given where possible.
- Accounts suspected of misuse, duplicated accounts, resale activity or manipulation may be suspended or removed.
- Personal data is handled in line with our Privacy Policy.
- Purchase history will be used to log points and personalise rewards.

### Tree Planting Scheme

As part of our commitment to sustainability, we are pleased to offer a Tree Planting Scheme for Platinum Members. For each Platinum Membership achieved, one tree will be planted in the member's honour.

To deliver this initiative, we partner with [Treeapp](#), a global tree-planting organisation supporting businesses and individuals to create meaningful environmental impact. Treeapp is a certified B Corp and Social Enterprise, delivering projects in areas where reforestation is needed most.

Treeapp's planting programmes operate across five continents and more than twenty countries, with each project aligned to the relevant United Nations Sustainable Development Goals for that region.

Through its global initiatives, Treeapp has planted millions of trees and supported thousands of local livelihoods through long-term employment opportunities, contributing to a more sustainable future.

Under this scheme each Silver Member with Melody Joan Ltd will have one tree planted on their behalf, Gold Members will have had two trees planted, and Platinum members will have had three trees planted. Melody Joan Ltd will contact members with details of the available countries and planting projects, and members may select the project that most closely aligns with their values or preferences. Let's help make the world a better place together!

Any questions or issues, please contact [enquiries@melodyjoan.com](mailto:enquiries@melodyjoan.com) whereby we will be more than happy to help.

Last amended: 7<sup>th</sup> October 2026