



Frequently Asked Questions

FAQ for Individual Customers

How do I earn rewards with Kicker?

Just pay at a participating store with any bank card linked to your Kicker profile.

How do I link a bank card to my Kicker profile?

You can link additional bank cards at a participating store by selecting 'SIGNUP OR REDEEM' and following the prompts on the payment terminal.

Is my card data safe?

Yes, absolutely. We never receive, process, or store your card information. Instead, we use a cryptographic technique to 'fingerprint' and identify the card when it gets used.

Does progress towards a reward ever expire?

No, progress towards a reward does not expire.

Does my reward expire?

Yes, once a reward is issued, it will expire after a certain date if not redeemed. Expiry date is shown in the SMS that we send to you when the reward is issued.

How do I redeem my reward?

You can redeem your reward at a participating store by selecting 'SIGNUP OR REDEEM' and following the prompts on the payment terminal.

Can I redeem a reward at any participating store?

No. Each store has their own reward offer, so rewards can only be redeemed where they were earned.

Will I be spammed with SMS messages?

No. We don't share your mobile number with any participating stores, and you can unsubscribe from non-transactional SMS messages by managing your profile at my.kickerapp.co.

How do I manage my profile?

Just navigate to my.kickerapp.co, enter your mobile number, and follow the link that we send to you via SMS.



FAQ for Merchants / Retail Stores

How much does it cost?

Kicker is charged as a flat per month fee. During our launch, Kicker is offering a two-month free trial period as well as first six-months at \$39.00 per month, running on up to two payment terminals. Thereafter, Kicker is charged:

- casual rate of \$69.00 per store, and \$29 per additional terminal (paid monthly)
- annual rate of \$49.00, per store, and \$19 per additional terminal (paid annually)

How do I get set up?

It all starts with your store. You choose a free reward to give away, and you choose how much a customer spends to get it. Think of it like a stamp card, but all the customer needs is their payment card. No more printing paper cards, no more hassle. The payment terminal displays the reward offer, and you can customize the logo and colour to match your business.

How do I set the amount a customer spends to get a free reward?

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How do I track performance?

You can keep track of how your loyalty program is performing with the Kicker weekly summary email, and in the Kicker web portal. Easily identify when customers are at risk of churning, push targeted rewards, and understand how much registered customers spend compared to non-registered customers.

What happens when I change my reward on offer?

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What happens with my Point of Sale (POS) system?

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Terms & Conditions (Individual Customers)

Kicker is a software service that's free for individual customers of participating stores to join and use. Anyone who chooses to join or use Kicker agrees to be bound by these terms and conditions, which may change from time to time. Anyone who has joined Kicker can manage or delete their Kicker profile by entering their mobile number at my.kickerapp.co and following the link sent via SMS.

Participating stores each offer a reward which can be unlocked by spending more than the qualifying amount at that store. Each participating store operates an independent reward offer, and rewards earned at one store cannot be redeemed at another store.

Any customer of a participating store can join Kicker by presenting their payment card at the payment terminal, then entering their mobile number. This process links the payment card to the user's new profile. More than one payment card can be linked to a single mobile number, but in all cases the payment card and mobile number must belong to the person using the payment terminal. Cards can be unlinked by entering the profile's mobile number at my.kickerapp.co and following the link sent via SMS.

Anyone who chooses to join or use Kicker agrees to the collection and use of information as set out in the Privacy Policy. Note that Kicker never receives, processes, or stores your card information.

Once the customer has linked at least one payment card to their profile, they can earn towards the participating store's reward just by paying with the linked card. Progress is automatically earned and displayed on the payment terminal after the transaction is accepted.

When a reward is unlocked, Kicker will send an SMS to the mobile number that the payment card is linked to, and this SMS will contain the name of the reward, the name of the issuing store, and the expiry date of the reward. To redeem the reward, the customer presents their linked payment card at the payment terminal and hands the receipt to the cashier.

Rewards (and progress towards rewards) are not transferrable, and cannot be bought, sold, or otherwise assigned, and have no monetary value. Kicker is not liable for any loss associated with or resulting from use of the service.

Kicker may suspend or terminate the service at any time for any reason. Kicker may at its discretion delete the user profile of anyone who fails to



comply with these terms and conditions, supplies misleading information, or abuses the service in any way.

Please contact info@kickerapp.co for any clarifications of these terms and conditions or other enquiries related to Kicker.

Privacy Policy (Individual Customer)

In order to provide the Kicker service to you, we collect and store the following information:

Your mobile number, as a method to easily identify you when you want to link a new payment card at a payment terminal that supports Kicker, and to contact you with information relevant to your use of the Kicker service

A fingerprint (unique identifier) of any payment cards that you link to the service via a payment terminal, as a method to track progress and issue you with rewards when you transact at a participating store. Note that Kicker never receives, processes, or stores your card information

Metadata related to transactions you make at participating stores, such as date, time, and value, in order to provide the participating retailer with anonymised and aggregate metrics about how well their Kicker offer is performing

If you have transacted at a participating store after joining Kicker, we may allow that store to send you a free reward which is notified to you via SMS. Additionally, we may allow the store where you joined Kicker to send you an occasional marketing message via SMS.

We do not share your mobile number with any participating store, and you can unsubscribe from non-transactional SMS messages, unlink payment cards, or delete your Kicker profile at any time by visiting my.kickerapp.co and following the link sent to you via SMS.

Please contact info@kickerapp.co for any clarifications of this privacy policy or other enquiries related to Kicker.