



Phonak Canada Customer Referral Program Terms & Conditions

Term of Offer:

The Phonak Referral Marketing Program (the “Program”) is available commencing April 1, 2015 throughout December 31, 2015 (the “Initial Term”).

Eligibility:

The Program is open to all Authorized Phonak Providers (the “Member Clinics”) in good standing at the time of joining the Program.

To be eligible for this Program, you must agree to explain the Program to your referring customers (the “Referring Customers”).

How to Participate:

After completing the registration form, you may choose 1 of 3 Incentive Options to encourage your patients to refer their family and friends to your clinic as follows:

- (A) Incentive for completion of hearing assessment only
- (B) Incentive for purchase of any hearing device
- (C) Both A and B above

Choose one of the following Gift Card incentive options by type and denomination:

- Type: Shoppers Drug Mart, Esso, Cara or Tim Hortons
- Denomination: values between \$5 and \$100

Order your Program marketing materials including Referral Card handouts for your customers. There is no limit to the number of Referrals your customers may make.

Using the Refer a Friend Dashboard on the Phonak Marketing Portal, enter the required data to create your Referral*.

Gift cards may be awarded to Referring Customers only once the Referred Customer (friend) has met the requirements of the Incentive Option you selected above. Please note that when 2 devices are purchased in the same transaction by the same Referred Customer, only 1 Incentive Award applies.

Note: Gift Cards may be purchased using your available Phonak Marketing dollars. Please follow up with your Phonak Marketing team to request your required amount of gift cards.



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Limitations:

Gift card incentives are subject to availability and may be substituted at the sole discretion of Phonak. Once gift cards have been selected and shipped to the Member Clinic, no cancellations or substitutions may be made. All gift cards are without expiry and are subject to the terms and conditions provided by the gift card supplier.

The referral Incentive Award is activated under Options (B) and (C) once your clinic receives full payment for the hearing device(s) ordered. Referral incentives are available to NEW patients only. Gift cards shall be awarded at the sole discretion of the clinic. The Refer a Friend Portal is designed to help track your referral marketing program only.

General:

You must also obtain consent from each individual referred to your clinic (the “Referred Customer”) to use their personal information for the purpose of sending them any future communications. **For greater certainty, Referred Customers must provide consent to the use of their personal information in order for you to contact them directly unless there is an existing business relationship.**

Should Phonak be unable to run this Program as planned for any reason, Phonak reserves the right in its sole discretion to, without advance notice, terminate or suspend this Program, in whole or in part, or modify it in any way. This Program may be suspended, modified or withdrawn at any time without notice.

Phonak assumes no responsibility for lost, delayed, damaged or misdirected referrals or communications or for any failure of the website, for any problems or technical malfunction of any computer online systems, servers, access providers, computer equipment, software, failure of any email or referral to be received by Phonak on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to your (or any other person’s) computer related to or resulting from this program.

Phonak reserves the right in its absolute discretion to vary, delete or add to any of these Terms and Conditions from time to time without prior notice. In the event of conflict, these Terms and Conditions will prevail over any of the contents of any brochure or other promotional materials advertising this Program, except where otherwise stated.

Phonak reserves the right, in its sole discretion, to suspend, disqualify, limit or revoke this Program for any Participant it finds or believes to be manipulating or otherwise abusing the process, fairness, or integrity of the Program.



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Phonak team members, employees and sales representatives (other than Member Clinics) acting on Phonak's behalf are excluded from this Program.

*PRIVACY NOTICE: Phonak respects your privacy. The information entered on the Refer a Friend Dashboard will be used exclusively for the administration of this Program and for no other purpose. Please refer to our Privacy Policy found at http://www.phonakpro.com/ca/b2b/en/system/footer/privacy_policy.html.