

# Data Driven Customer Program

## Expression of Interest

### Expression of interest in participating in proposed Data-Driven Customer Program

On behalf of the Independent Retailer named below (**the Retailer**) I confirm that the Retailer provides this Expression of Interest and intends to participate in the proposed Data Driven Customer Program, proposed to launch in calendar year 2017 (**the Program**), subject to final program design, agreement of the applicable commercial terms, launch timings and sufficient final Program participating IGA retailers and other coalition companies. I further confirm that:

- If the Program is launched and the Retailer participates in it, the Retailer will do so relying on the content of the Program participation agreement that the Retailer signs.
- The Retailer and I acknowledge that the design, benefits and costs of the Program have not been finalised at the date of this Expression of Interest and IGA and Aimia reserve the right to change elements relating to the Program, and to not proceed with the Program, at their discretion.
- The Retailer and I will keep all materials related to the Program confidential.

Store(s) Name:	Name / Position / title:
MSO Group:	Signed: _____ Date: _____

### Your Feedback is important please complete either section a) or b)

- a) If you have signed this letter to express your intention to participate in the Program, do you have any comments or thoughts to help with the design of the final Program?

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- b) If you haven't signed this Expression of Interest, please tell us the reasons why so that we can provide feedback to the network

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*Please return this Expression of Interest to the Customer Engagement Team or contact us with any questions today at:*

**Email:** [shopperengagement@iga.com.au](mailto:shopperengagement@iga.com.au)

**Fax:** 02 9741 3399

**Phone:** 0410 644 418

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