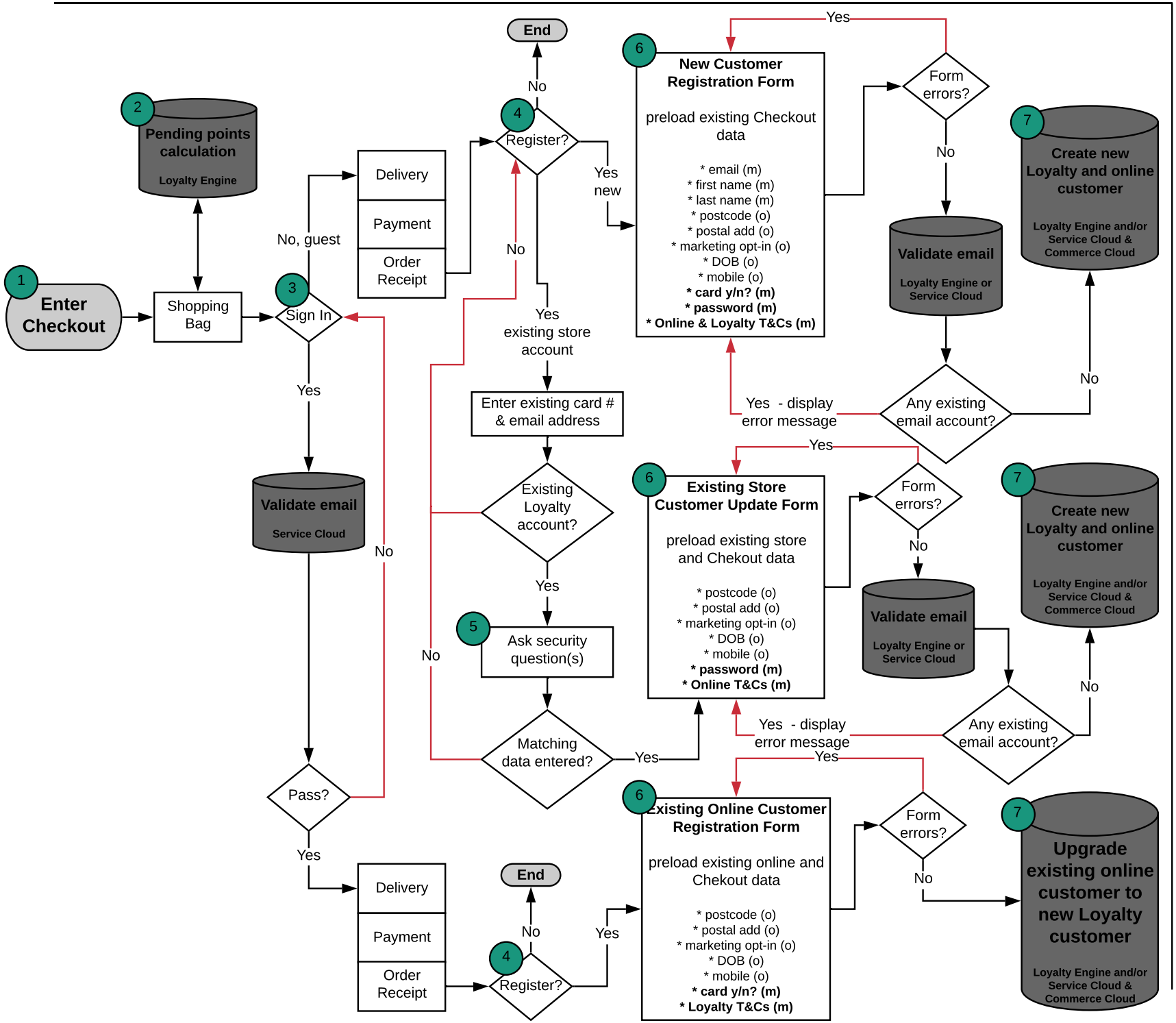
Online Checkout Registration - v01 - 24 Sept 19



Join or Update Loyalty

1. **Enter checkout**
New Loyalty registrations or updating existing store Loyalty accounts within Checkout start here

2. **Pending points calculation**
Pending Loyalty points are calculated and parsed for use at the end of Checkout.

3. **Sign in**
Online account customers sign in and all other customers use guest Checkout

4. **Registration**
After completing Checkout customers can register using a unique email address

5. **Store Loyalty security questions**
For store Loyalty accounts we may consider asking an additional security question to further protect existing accounts. If data entered matches the existing data then the process proceeds.

6. **Registration and update forms**
Depending on the customer journey, the relevant registration or update form displays either blank or prefilled *(m)* mandatory and *(o)* optional fields based on existing account and Checkout data. New customers with a new email address see the full form whereas existing online customers see their existing data preloaded and any optional data which has not been added. New and store customers must add a new password whereas online customers already have one. New customers must agree online and Loyalty T&Cs whereas eixsiting online customers only need to agree Loyalty T&Cs as they already agreed T&Cs when setting up their online account. In contrast, existing store Loyalty customers have already agreed the Loyalty T&Cs in store but now need to agree online T&Cs. Store Loyalty customers already have physical cards so they are not asked if they want one. New and online customers are asked.

7. **Account created, upgraded or updated**
Depending on the customer journey, a new account is created or existing online ones are either upgraded or existing store Loyalty ones are updated. Points should also be recalculated where applicable.