

Terms and Conditions

GAP Benefits Programme

1. Description

GAP Benefits Programme is the GAP loyalty programme that gives members access to dedicated benefits, offers and promotions.

2. When is it valid?

From 01.01.2025 to 14.01.2027.

3. Who it is for?

For individual customers ("consumers" as per Article 3, paragraph 1, letter a), Legislative Decree 206/2005), who are over 18 years old and reside in Italy. Employees of OVS SpA are not eligible to participate in the promotion.

4. Where is it valid?

In participating GAP stores/outlets in Italy, identifiable by the dedicated advertising material displayed.

It is not valid online.

5. How to sign up

Registration is free; if not already registered, simply request enrolment in the program at a participating GAP store/outlet, providing your personal and contact details and consenting to the processing of such data for registration.

6. Benefits

6.1 Loyalty Reward

Consumers who enroll in the programme between 01.01.2025 and 13.01.2027 automatically accrue the Loyalty Reward, which entitles them to a discount (A) of 10% on all purchases of any amount made from the day after the date of enrolment until 14.01.2027. Consumers who register for the programme on 14.01.2027 do not accrue the Loyalty Reward.

To take advantage of the discount, simply identify yourself at the checkout before the receipt is issued (by 14.01.2027) by providing your surname, first name, date of birth, email, or phone number, and requesting that the discount be applied. If not, the Loyalty Reward cannot be applied to the current purchase for the registered consumer.

(A) The discount: can only be used in participating GAP stores/outlets in Italy; is not valid online; cannot be used to discount the purchase of Giftcards or tailoring services; can only be used by the registered consumer who accrued it; cannot be combined with other discounts, vouchers, promotions, or sales, unless otherwise specified; does not entitle the consumer to cash change; cannot be converted into cash. The discount is applied to the final total of the receipt, including VAT, net of any returns, discount vouchers, etc. Failure to use the discount within the specified period does not entitle the consumer to any form of reimbursement.

6.2 Birthday Discount

The registered consumer is entitled to a 20% discount (A), which can be used between the 15th day before and the 15th day after his or her birthday, but in any case no later than 14.01.2027. The discount can only be used once and on a single purchase (it cannot be spread over several purchases).

The registered consumer - provided that he or she has provided his or her mobile phone number and consented to the processing of his or her data for marketing purposes at least 5 days before the month of his or her birthday - will receive (B), on the day of his or her birthday, a notification regarding the birthday discount via email and/or SMS (from 30.09.2026, exclusively via SMS).

To take advantage of the discount, simply identify yourself at the checkout before the receipt is issued by providing your surname, first name, date of birth, email, or phone number, and requesting that the discount be applied. Otherwise, the Birthday Discount cannot be applied to the current purchase for the registered consumer, who may be asked to show a valid ID.

In addition, if the registered consumer has consented to the processing of his or her data for marketing purposes no later than the 17th day prior to his or her birthday, he or she has the option of using the birthday discount online (as an alternative to using it in the shop); the discount code (C) to be used online will be sent (B) via email and/or SMS (from 30.09.2026, exclusively via SMS).

To take advantage of the online discount, simply enter the code received via email/SMS in the "Promotional code" field before completing the payment (until 22.04.2026 on www.gap-italia.it; from 23.04.2026 on ovs.co.uk, GAP section). If the code is not entered within the specified period, the discount cannot be applied to the current order.

(B) Unless the registered consumer withdraws consent to the processing of his or her data for marketing purposes before the email and/or SMS is sent, thereby preventing it from being sent, OVS S.p.A. cannot be held responsible in the event of non-receipt of the email and/or SMS by the registered consumer due to causes not attributable to it (including, but not limited to; the following: the email provided is incorrect or incomplete or non-existent or no longer active; the mailbox is full; there is no reply from the host computer after the email has been sent; the mailbox is disabled; the email provided is blacklisted; the mailbox automatically sends the email to the spam or advertising folder; the mobile phone number

provided is incorrect and/or non-existent and/or no longer active and/or reassigned to a third party; the receiving terminal is switched off and/or unreachable for several days, preventing the SMS from being delivered; restrictions in the configuration of the receiving terminal; etc.).

(C) The discount: is valid only once and on a single purchase of any amount (it is not divisible over multiple purchases); cannot be used in-store; does not apply to shipping costs; can be combined with other discounts, vouchers, promotions, or sales; does not entitle the consumer to cash change; cannot be converted into cash; is inclusive of VAT, regardless of the rate applicable to the items purchased. The discount will be applied to the final total of the order, including VAT, net of any returns, discount vouchers, etc., and net of shipping costs. Failure to use the discount within the specified period does not entitle the holder to any refund in any form.

6.3 Any additional benefits

During the validity specified in paragraph 2, any additional benefits may be introduced, with details communicated in the manner deemed most appropriate.

7. Any additional promotions

Registered consumers may be the recipients of any further promotional initiatives (possibly reserved for specific categories based on predetermined characteristics and/or the possession of particular requirements) which will be communicated through the most appropriate channels.

8. In the event of closure of a participating store/outlet

In the event that a participating GAP store/outlet discontinues the initiative (e.g., store closure, sale of business, etc.), registered consumers may take advantage of other stores/outlets participating in this initiative.

9. Clarifications

Participation in the programme is governed by the procedures specified in this document. OVS S.p.A. reserves the right to make changes to this programme, without prejudice to the rights acquired by registered consumers up to that moment; in this case, OVS S.p.A. undertakes to give notice at least 30 calendar days in advance. Any changes will take effect from the date indicated in the relevant notices. An up-to-date version of this document is available in participating GAP stores/outlets. In the event that the registered consumer does not accept the changes made, he/she has the right to cancel his/her registration in the programme, which he/she may do at any time.

It is the responsibility of the registered consumer to ensure that the contact and participation data are correct and active; otherwise participation and/or receipt of due benefits cannot be guaranteed.

In the event that fraudulent means and/or tools are found to have been used and/or in violation of the provisions outlined in this document, the involved registered consumers will be excluded from the program and will forfeit any rights they may have claimed. In that case,

OVS S.p.A. reserves the right to take action, in the manner it deems most appropriate and in compliance with applicable laws, to limit and prevent any initiative aimed at circumventing the provisions of this document, in order limit and prevent any initiative aimed at circumventing the system and mechanics of the program.

10. Communication

This initiative will be communicated through the participating GAP stores/outlets and any other means that OVS S.p.A. may deem appropriate.

11. Processing of personal data

The personal data provided by the interested party, when registering for the programme or subsequently, are processed by OVS S.p.A., the data controller, in full compliance with EU Regulation 2016/679 (GDPR), according to the information provided during registration.

12. GAPiD

GAPiD is a digital card that facilitates the identification of the registered consumer, allowing easy access to the benefits provided by this initiative.

Subscription to the GAPiD is reserved for adult natural persons (“consumers”) pursuant to Article 3, paragraph 1, letter a), of Legislative Decree 206/2005.

Employees of OVS S.p.A. are not eligible to participate in the promotion.

The GAPiD Card can be requested at a participating GAP store/outlet equipped with the dedicated tablet.; When creating the GAPiD profile, a digital card is generated immediately, ready for use; the holder is sent (B) a confirmation email of the creation of the GAPiD profile, including a summary of the personal data and consents provided.

The GAPiD Card is provided free of charge, has no expiry date, is personal, non-transferable, and can only be used by the cardholder in stores and outlets participating in the programme (as specified in paragraph 4).

To obtain the GAPiD Card, the cardholder’s personal and contact details are required. These data are processed in compliance with privacy regulations.

No cash refunds can be made for purchases made with the GAPiD Card, except in the cases provided by law.

In the event of theft or loss of the GAPiD Card, it is advisable to immediately request that the card be blocked, and a new one issued, free of charge, at a participating GAP store/outlet equipped with the dedicated tablet.

During the period of validity of the promotion, specific benefits for new GAPiD subscriptions may be added at specific times, which will be communicated in the manner deemed most appropriate.

(B) OVS S.p.A. Assumes no responsibility in the event of non-receipt or delayed receipt of the email by the cardholder for reasons not attributable to OVS S.p.A. (by way of example but not limited to: the email address provided is incorrect, incomplete, non-existent or no longer active; the mailbox is full; there is no response from the host computer after sending the email; the mailbox is disabled; the email address is blacklisted; the mailbox automatically sends the email message to the spam or junk folder; etc.).

The GAP Benefits Programme is an initiative promoted and managed by OVS S.p.A.; it is therefore in no way to be intended as related, associated or affiliated with initiatives and/or loyalty programmes managed by Gap Inc.

Initiative excluded from the scope of the Presidential Decree. 26.10.2001, n. 430.