



## How Do Personal Referral Links Work?

You will receive a personal referral link when you sign up to the Hoop Ambassador programme. This is the link you must use when introducing new people to Hoop.

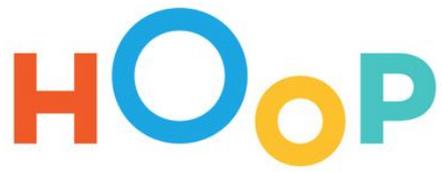
We hope these questions will help answer any queries about how referrals work.

- Share your referral link with friends, and every time someone downloads the app by clicking through from your referral link, you'll be credited with a referral.
- When someone clicks your personal link on their mobile phone it will send them through to the iPhone or Android app store where they can download the app.
- **IMPORTANT** If they click the link on a computer or desktop it will take them to our [www.hoop.co.uk](http://www.hoop.co.uk) website, if they then search for Hoop in the Apple app store or Google Play store to download you won't get the referral.

**They must click the link on their mobile phone and then download the app on their phone for the referral to work.**

We won't count downloads towards your total unless the person being introduced has clicked on your personal referral link. For example if you tell them in person and they proceed to download the app before you've sent them your personal referral links.

- As soon as you reach the eligible threshold we'll contact you to thank you for your support and ask for you to confirm the delivery address for your gift.
- Every time someone downloads the Hoop app using your personal referral link, we can track this download back to you. As soon as three people have downloaded the app using your personal referral link, we'll email you to arrange delivery of your Hoop tote bag.
- If you lose or forget your referral link, email [isobel@hoop.co.uk](mailto:isobel@hoop.co.uk) and we can re-send your personal referral link to you.
- Downloads from people who uninstall the Hoop app and reinstall the app using your personal referral link will not be counted towards your total.
- In situations where the same person received personal referral links from more than one person, the first link to be clicked on will only be counted.



- We ask that you don't spam people. Only contact people and groups you have a direct connection to. Only new downloads of the app will count as a referral. Referring the app to existing Hoop members won't count towards your total.
- Hoop industries Ltd. reserves the right to cancel this promotion at any time.

**If you have any further questions about how to become a Hoop ambassador or how your personal referral link works, please drop us a line at [isobel@hoop.co.uk](mailto:isobel@hoop.co.uk).**