



Hej and welcome to IKEA Family!

Thank you for creating an IKEA Family Account!

The purpose of these general terms and conditions of use (hereinafter referred to as the "Terms of Use") is to provide a legal framework for the terms of membership and use of the IKEA Family loyalty Account (hereinafter "the IKEA Family Account"). The IKEA Family Account is offered by **IKEA Belgium NV/SA** hereinafter referred to as "IKEA", "we" or "our".

By subscribing to an IKEA Family Account, you will receive a digital card with a personal identification (hereinafter – after referred to as "the Card").

The Terms of Use must be accepted by any person wishing to subscribe to the IKEA Family Account, hereinafter referred to as the "Member", "you", "yours" or more generally the "IKEA Family Member(s)". They constitute the contract between IKEA and the Member. Your membership of the IKEA Family Account constitutes acceptance of these Terms of Use.

1. IKEA Family Account

The Account gives you access to different loyalty advantages defined in the articles 5 and 6. IKEA Family benefits in Belgium are only valid for members who hold a Belgian IKEA Family account.

2. Subscription to the IKEA Family Account

By subscribing to an IKEA Family Account, you will get an IKEA Family card in digital format

The IKEA Family Account isn't just for families. It is open to any private individual over the age of 18, with the exception of professionals. (For professionals, the IKEA Business Network



Account is available). Each IKEA Family Account is personal and non-transferable. Only the Member whose name appears on the IKEA Family Account is entitled to use it.

Joining the IKEA Family Account can be done at www.ikea.com/be as well as on the IKEA app. After registering, Members receive their digital IKEA Family Card electronically. The Card is also available on the profile page of your customer Account on www.ikea.com/be and the IKEA app.

The digital IKEA Family Card can be used in store by presenting the image of the Card on your smartphone and/or by printing the digital Card, in order to scan the barcode or the QR Code at the checkout. You can also identify yourself at checkout by manually entering your IKEA Family Card number or phone number when you entered this information in your IKEA Family Account.

Each newsletter sent by IKEA contains the recipient's IKEA Family number at the bottom of the page, in QR Code format. This QR Code can be presented at the checkout to be scanned.

The IKEA Family card is available to Members free of charge and can be used immediately after registration.

The IKEA Family Account will be automatically deleted if inactive for more than 3 years (36 months). We will give you a one-time chance to keep your membership if you respond to our e-mail. This email is valid for 4 weeks. If you do not respond within this period, your profile will be automatically deleted. You will receive a confirmation email of the deletion.

By "inactivity" we mean that there has been no interaction between your IKEA Family Account and IKEA during that period. Examples of interactions are: a purchase in store or online, opening an email, requesting a quote, creating a kitchen plan, logging into your online Account, etc.



Apart from the aforementioned case, the IKEA Family Account has no expiry date.

3. Creating an IKEA Family Account

To create an IKEA Family Account, the Member may have to enter, among other things, the following personal information:

- First Name
- Last name
- Birth date
- Language
- Email
- Preference for communications
- Postal address
- Password

When creating their Account, the Member must also define a password that complies with the security requirements made known to them by IKEA. The email address needs to be validated within 7 days. The Member will receive an email directly after the creation of his Account in order to verify his email address. If the email address is not verified, IKEA reserves the right to delete the Account. The owner of the Account has to correspond to the owner of the verified email address; otherwise, IKEA reserves the right to delete the Account.

The personal data marked with a red asterisk requested are mandatory. If the above information is not provided and/or in the event of incorrect, incomplete or illegible information, the Account cannot be created or deleted afterwards.



Your email address will be used to send communications pertaining to the IKEA Family Account. It will not be used to send personalized marketing communications, unless you have expressly authorized it by ticking the box provided for this purpose when creating your IKEA Family Account.

The Member may also, optionally, fill in information about his household in his IKEA Family Account in order to benefit from personalized offers.

Once the Account has been created, the Member receives an email containing their IKEA Family Card in digital format.

For more information on the processing of personal data, please read [Privacy Policy - IKEA](#)

4. Using the IKEA Family card

The Card is valid within IKEA points of sale in Belgium and around the world, as well as on the website www.ikea.be.

The Card/Account will only generate reward points if the Customer has accepted the Belgian terms of use and privacy policy (registration only possible via IKEA.be)

Any purchase made outside Belgium on presentation of the IKEA Family card will allow you to benefit from offers specific to the country where the Member make purchases, for IKEA Family Members but cannot be counted under the Belgium loyalty program and cannot give rise to the application of the advantages defined below.

Purchases made outside Belgium can not be connected to the IKEA Family Account.

It must be presented with every purchase for IKEA Family Member offers and benefits to apply.

The Member agrees not to make any purchase with his IKEA Family Account that is directly related to any professional activity.



The IKEA Family card is not a payment card.

5. Benefits of the IKEA Family Account

The IKEA Family Account allows the Member to benefit from the following advantages (provided the IKEA Family Account number was presented during the relevant moment of the customer visit within an IKEA store) (the “Benefits”):

- Specific offers in the store, the Restaurant, the Swedish Food Shop, and the Swedish Bistro on a selection of IKEA products and services. These offers are valid for a limited time and under specific conditions and do not apply to items in our Second chance section.
 - Transport and assembly breakage guarantee: Oops insurance;
 - As an IKEA Family member, all your receipts are saved to your profile if you have scanned your IKEA Family card. If we can't find the receipt, you'll simply receive a refund card. More information is available in our return policy;
 - Invitation to workshops, events and previews;
 - A hot black drink (coffee or tea) is offered each time you visit a store with a Restaurant, every day it is open (excluding Bistro).
 - 10% extra on buy back services
 - Free cake for birthday
 - Exclusive access to Birthday parties
-
- IKEA may, at its sole discretion, terminate or modify these benefits, including but without being limited to changes to comply with applicable laws, changes with regards to the services, features and/or benefits offered by IKEA, or the introduction of new services/benefits. Any such change will take effect fourteen (14) business days from the date on which we publish the updated Terms of Use on our website. If you do not accept the changes, you have the right to cancel your IKEA Family Account. Any use of



the Account after the new Terms of Use have become effective shall be seen as an acceptance thereof.

- To benefit from certain advantages, your consent to receive marketing emails may sometimes be required.
-

6. Loyalty Programs

In addition to the Benefits, the Member may be offered other specific advantages, in the form of gift cards, vouchers, or other benefits (the "Loyalty Programs" or a "Loyalty Program").

To benefit from these Loyalty Programs, the Member will be required to sign separate terms of use each time they are offered new benefits.

IKEA may, at its sole discretion, terminate or modify these Loyalty Programs, including but without being limited to changes to comply with applicable laws, changes with regards to the services, features and/or benefits offered by IKEA, or the introduction of new Loyalty Programs. Any such change will take effect fourteen (14) business days from the date on which we publish the updated Terms of Use on our website. If you do not accept the changes, you have the right to cancel your IKEA Family Account. Any use of the Account after the new Terms of Use have become effective shall be seen as an acceptance thereof.

7. Changing/deleting the IKEA Family Account

On www.ikea.be each Member can, after logging into their Account, modify their personal data at any time using the "modify personal data" function available in the "Manage your Account" tab. The Member may also modify his decision to receive communications as well as, where applicable, the desired communication channels by going to the "Preferences" tab, then to the "Communication preferences" section. He can also delete his Account at any time in the "Delete your Account" section.



Deleting the Member's Account will deactivate the IKEA Family Card linked to the Account.

7. Fraudulent use of the IKEA FAMILY card

The IKEA Family Card is the property of **IKEA Belgium NV/SA** and cannot be reproduced.

Any violation of these Terms of Use by a Member or any third party, any abusive or fraudulent use of the Account, the Benefits and/or the Loyalty Programs (including, without being limited to, the loan of the Card to a third party, the marketing of the products purchased using a Loyalty Program, resale of vouchers, etc.) may result, at the sole convenience of IKEA, in the temporary suspension of the Account of the IKEA Family Member in the Loyalty Program or even in the termination without notice of the Account. Such suspension or termination shall be without prejudice to any possible (legal) action to be taken by IKEA, including criminal proceedings.



Removing membership will deactivate the IKEA Family Account and loss of any benefits attached to the IKEA Family Account. Benefits or Loyalty Programs obtained in violation of these Terms of Use will be cancelled without compensation of any kind being due by IKEA.

IKEA reserves the right to refuse the subscription of the IKEA Family Account by an applicant who has already been the subject of fraudulent behaviour in the use of the Card.

7. Copyright, trademarks and patents

All title, property, rights and intellectual property rights to and on the Account, IKEA.be and the IKEA brand remain the property of IKEA or our franchiser, Inter IKEA Systems B.V.

The use of the Account does not give you the right to use or reproduce our copyrighted material, trademarks, patents or other proprietary rights or material. The Customer also confirms that it will not use its relationship with IKEA for marketing or financing ends or as a reference in company presentations or press releases or in any way use (or make known to the general public online or in any other way) the trade name, trademark, logo or other distinguishing brand mark of IKEA, Ingka Group or Inter IKEA Group.

8. Indemnity

The Customer agrees to defend, indemnify and compensate IKEA against and for all liability, damage, losses and expenses of whatever nature (including reasonable legal costs and fees) in connection with, resulting from or relating in any way to any of the following ("Claim"): (a) the Customer's access to or use of the Account, including the data provided in connection therewith; (b) the Customer's breach or alleged breach of these terms of use or applicable law; and (c) any misrepresentation of the facts by the Customer. We have the right to full control, and the Customer must cooperate as fully as we demand to defend or settle a Claim.

9. Limitation of liability

Insofar as permitted by applicable laws, IKEA is not liable towards the Customer for any damage, including but not limited to indirect, special or consequential damage, resulting from the use or inability to use the Account, even if we have been notified of the possibility



of such damage, or for any claim of any other party, including in case of slight or gross negligence, but excluding willful misconduct from IKEA.

10. Final provisions

The Terms of Use represent the entire agreement between the IKEA and the Member with respect to their subject matter and supersedes any prior agreements or understandings.

If any provision of the Terms of Use is found to be invalid or unenforceable, the remaining provisions will still be valid and enforceable.

The Member is not allowed to assign his or her rights and obligations under the Terms of Use to any third party.

IKEA's failure to enforce a provision of the Terms of Use does not waive its right to enforce that provision in the future.

11. Applicable law and disputes

The Terms of Use are subject to Belgian law. Any dispute, claim or disagreement resulting from or in connection with these terms of use will be settled by the courts designated by article 624, 1°, 2° or 4° of the Belgian Judicial Code, without prejudice of the application of Regulation (EU) No 1215/2012 of the European Parliament and of the Council of 12 December 2012 on jurisdiction and the recognition and enforcement of judgments in civil and commercial matters (recast).

Last updated: June 10, 2025