

## **Cinema Exhibitors' Association Card. General Terms and Conditions.**

**Item 1.** The CEA Card is issued by The Card Network on behalf of the Cinema Exhibitors' Association (C.E.A.) and remains the property of the C.E.A. Any participating cinema operator reserves the right not to honour the C.E.A. Card or to retain it where they have reason to believe it is being misused or used outside of the terms and conditions set out in this document.

**Item 2.** In applying for the C.E.A. Card, a person is deemed to have fully accepted the terms and conditions set out in this document. Where a cardholder is suspected of wilfully contravening these terms and conditions, the C.E.A. or any participating cinema reserves the right to retain the card pending further investigation.

**Item 3.** The terms and conditions set out in this document, its use or concessions are not materially affected by the cardholder's possession of any other disability- or age-related pass or permit.

### **Terms of Use of The Card.**

**Item 4.** The C.E.A. Card will not be valid unless it displays a photograph of the cardholder. The Card is not transferable and only the cardholder shall be entitled to use it. Any participating cinema operator reserves the right to ask for some additional form of identification from the cardholder. Where it is suspected that a card is being used fraudulently, the cinema operator reserves the right to retain the card pending further investigation.

**Item 5.** The C.E.A. Card allows the cardholder to obtain ONE free ticket for a person to provide assistance required as a result of the cardholder's disability during their visit to the cinema, provided that a full price ticket is purchased by the cardholder for the same film. In providing a free ticket for another person to assist them during their visit, the cinema is offering one way of meeting its duty to make 'reasonable adjustments' for the cardholder under the 2010 Equality Act.

**Item 6.** The free ticket will be provided on the assumption that the person accompanying the cardholder is able to provide appropriate assistance. Illustrative examples of such assistance might include the ability to assist the cardholder in an emergency evacuation of the cinema, accompany and or assist the cardholder in using the cinema's washrooms and so on. For that reason the presumption will be that the person accompanying the cardholder should be aged 16 years or over, and must attend the same screening as the cardholder. However the cinema operator reserves the right to make a judgement on the ability of any person to assist the cardholder during their visit to the cinema, and to refuse the provision of a free ticket where it deems it appropriate.

**Item 7.** One cardholder cannot benefit from the free ticket provided to another cardholder. In all cases, one full price ticket must be bought for each free ticket allowed. The cinema operator reserves the right to make other arrangements for two or more cardholders attending the cinema together.

**Item 8.** Use of the card is not limited during its period of validity, provided that on each occasion the cardholder observes the terms and conditions set out in this document.

**Item 9.** Use of this card does not give cardholders any additional rights of entry compared to those enjoyed by non-card holders, apart from those set out in these terms and conditions. Use of the card will be constrained in terms of programming and cinema capacity for a cardholder as they are for any paying customer.

### **Period of Validity of the Card.**

**Item 10.** The C.E.A. card is valid for a period of one year from the date of issue. This validity date must be clearly legible at all time on the card, as should all other information present on the day of issue. Cinemas reserve the right to not accept or to retain any Card where any details are no longer legible.

### **Renewal or Loss of the Card.**

**Item 11.** On expiry of the C.E.A. Card, or where a card has been lost, or where it is no longer legible, a full new application, including the administrative charge, must be submitted to the Card Network.

### **Appeals.**

**Item 12.** Where a cardholder has reason to appeal the limits placed on the use of his or her C.E.A. Card, or to question the actions of a participating cinema operator, this appeal will be made in the first instance to The Card Network.

### **Further Information.**

**Item 13.** Further information on the C.E.A. Card, including a list of participating cinemas, can be found at [www.ceacard.co.uk](http://www.ceacard.co.uk)