

Terms of Use for Longo Club

These are the Terms of Use for Longo Club ("Terms"). References to "LONGO" and "we" in these Terms refer to SIA "Longo Latvia", legal address: Rīga, Mūkusalas iela 72A, LV-1004, registration number 40203147079.

Before registering for Longo Club, please read these Terms carefully. By registering for Longo Club, you acknowledge these Terms as binding and agree to comply with them.

1. General Terms

- 1.1. These Terms describe the general terms of the Longo Club program for registered users that is offered on our website (<https://longo.lv/>).
- 1.2. Longo Club is a special registered user program from LONGO, offering its members various promotions, special offers, early access to news about LONGO, and other opportunities and benefits.
- 1.3. These Terms are binding on both LONGO and Longo Club members.
- 1.4. Before registering, the prospective Longo Club member is presented with these Terms. By filling out the registration form and completing the registration, the member confirms their consent to these Terms.

2. Registration

- 2.1. Anyone who is at least 16 years old, registers on our website, and agrees to these Terms can become a member of Longo Club. If a person does not agree to the Terms, they cannot become a member of Longo Club.
- 2.2. To register for Longo Club, the person fills out the application in the "Longo Club" section on the LONGO website, entering their phone number. The phone number is the main identifier for the Longo Club account. A 6-digit verification code will be sent to this phone number, which must be entered in the provided field to confirm the registration.
- 2.3. The Longo Club program member is responsible for the accuracy of the information registered in their account.
- 2.4. To complete the registration process, the person must provide the following information: name, email address (optional), preferred communication language (Latvian, English, Russian), and preferred communication channel (WhatsApp, Messenger, SMS).
- 2.5. By registering, the Longo Club member confirms their consent to receive LONGO commercial notifications to their specified phone number and chosen communication channel. If the person provides an email address, notifications may also be sent to this communication channel.

3. Benefits Offered by Longo Club

- 3.1. Longo Club members who have completed the registration process and created a Longo Club account will have access to the benefits and opportunities described in this section. These may be periodically added to or changed without prior notice.

- 3.2. Longo Club offers the following opportunities for its registered members:
 - a) “My favorite cars” – In this section, users can view their selected cars that they have marked as favorites;
 - b) “Saved filters” – This section saves the user’s previously set filters for car searches, making future searches easier on subsequent visits to the LONGO website. Users can also sign up to receive notifications about new cars on the LONGO website that match any of their saved filters.
 - c) “My Longo Club offers” – This section provides information about the user’s exclusive offers and discounts with LONGO partners. This section is periodically updated and expanded.
- 3.3. Longo Club members have exclusive access to buy certain cars on our website that are not available to non-registered visitors.
- 3.4. Longo Club members will regularly receive notifications about new offers and discounts. These notifications will be sent to the user’s chosen communication channel during registration. In the “Profile” section, the Longo Club member can change their chosen communication channel – WhatsApp, Messenger, or SMS. The communication channels may also allow the user to select the types of notifications they wish to receive.

4. Personal Data Processing

- 4.1 The personal data of Longo Club program members is processed in accordance with LONGO's Privacy Policy, available on the LONGO website. The Privacy Policy is an integral part of these Terms. By participating in the Program, the participant confirms that they have read the Privacy Policy.

5. Termination of the account

- 5.1. The user has the right to delete their Longo Club account at any time. Account deletion is available in the “Profile” section. Account deletion is irreversible.
- 5.2. When deleting a Longo Club user account, all information saved in the user’s profile (favorites, filters, etc.) and all user data will be deleted, except for personal data that we are required to retain in accordance with the data processing purposes outlined in the Privacy Policy.

6. Other Terms

- 6.1. LONGO has the right to unilaterally modify the Terms, notifying Longo Club members by sending a message to the member’s specified email address or phone number and publishing the amended Terms on the LONGO website. The modified Terms apply to all Longo Club members from the moment they are published.
- 6.2. If a Longo Club member does not agree with the modified Terms, they may refuse participation in Longo Club by deleting their Longo Club account as described in these Terms. By continuing to participate in Longo Club, the member confirms their acceptance of the modified Terms.
- 6.3. LONGO has the right to terminate the operation of Longo Club, notifying Longo Club members.