

# LUTHER COLLEGE

## POLICIES AND PROCEDURES

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Department:	Dining Services, Book Shop, Print Shop and Box Office
Subject:	Gift Cards
Date Issued:	March 5, 2008
Date Revised:	December 6, 2013
Approved By:	

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### I. Policy

This policy outlines the guidelines for purchasing and redeeming gift cards at campus locations connected to the Luther College campus card system.

### II. Scope

This policy applies to faculty, staff, students and others wishing to purchase and/or redeem gift cards.

### III. Terms and Definitions

- A gift card is different from a gift certificate in that money is preloaded on a card's magnetic stripe and spent when the card is swiped on an electronic card reader or a cash register connected to the network.
- A gift certificate is a paper voucher with a specific dollar amount printed on it. As it is redeemed, dollar amounts are subtracted on the front of the certificate.
- Coupons are used to offer the recipient a free or discounted item. The provider is normally billed after redemption of the coupon.

### IV. Procedures and Guidelines

#### A. Purchasing Gift Cards

- Gift cards can be purchased at the Book Shop and the Center for Faith and Life Box Office.
- Customers can order gift cards in person, by phone, e-mail or by using Luther's Book Shop website. Only dining services staff is authorized to activate the cards which is done before distributing to the box office and bookstore.
- Gift cards are available for any dollar amount between five and fifty dollars.
- Customers can pay by cash, check, personal charge (current ID number needed), or department charge (Datatel number needed). Credit card purchases are accepted in the Book Shop.

#### B. Redemption of Gift Cards

- Gift cards can be redeemed at the Bookstore, Box Office, Oneota, Marty's, Cafeteria, Peace Brunch, Marty's C-Store, Nordic Brew, Mail Center, and Sunnyside in the Center for the Arts.
- If recipients of gift cards are Luther staff or family, they are given a 10% discount when redeeming them in the Book Shop.

- Gift cards work like debit cards. The declining balance remains on the card until the entire dollar amount has been spent. If desired, additional money can be added to the card as described above.
- Gift cards do not contain an expiration date. However, if there has been no activity on the card for three years, the unspent money is turned over to the State of Iowa and treated as unclaimed property.

## **V. Confidentiality and Record**

Purchase detail is kept strictly confidential for all purchases made at any point-of-sale that accepts gift cards. All transaction data is maintained in the Luther College campus card system. Questions can be directed to the Book Shop, ext. 1036; the Dining Services Office, ext. 1030; the CFL Box Office, ext. 1357; or the Print Shop, ext. 1631.