

myAMTA Rewards – Terms and Conditions

1. Program Overview

The myAMTA Rewards program is an initiative of the Alberta Motor Transport Association (AMTA) that enables AMTA Supplier, Full Carrier, and Elite Members to share exclusive promotions, discounts, and offers (“Offers”) with AMTA’s Full Carrier, Supplier, and Elite Members.

These Offers are displayed on the myAMTA Rewards webpage (the “Platform”) and promoted generally through AMTA communication channels.

By participating in or accessing the myAMTA Rewards program, you agree to the following terms and conditions.

2. Role of AMTA

- AMTA hosts and promotes the myAMTA Rewards webpage as a member benefit.
- AMTA does not endorse, guarantee, or warrant any products, services, pricing, or availability of Offers listed by participating Members.
- AMTA will not market or advertise specific vendors or Offers on their behalf beyond general program promotion.
- AMTA reserves the right to edit, reject, or remove any Offer submission that does not align with AMTA’s brand, values, or membership guidelines.
- AMTA will issue digital rewards cards to eligible member organizations but is not responsible for internal distribution or misuse of the card by employees.

3. Supplier Partner Responsibilities

Participating Members agree to:

- Ensure all Offers submitted are accurate, valid, and up to date.
- Submit new or revised Offers using the official myAMTA Rewards submission form.
- Clearly state any limitations, exclusions, or expiration dates associated with their Offers.
- Honor and fulfill all Offers as described to AMTA Members during the period the Offer is active.
- Take full responsibility for tracking, validating, and managing redemptions or inquiries related to their Offers.
- At the end of the offer term, suppliers are encouraged to share basic engagement and redemption metrics (e.g., number of redemptions, inquiries, etc.) with AMTA to help evaluate and strengthen the myAMTA Rewards program.
- Supplier Partners acknowledge that participation in the myAMTA Rewards program is directly tied to their AMTA membership. A Supplier Partner’s eligibility to submit, maintain, or promote offers through the myAMTA Rewards program is conditional upon their AMTA membership remaining active and in good standing. If an organization’s AMTA membership expires or lapses, all associated offers may be removed from the

myAMTA Rewards webpage without notice. Supplier Partners agree that any offer submitted to the myAMTA Rewards program must remain valid for the full term of their AMTA membership. Supplier Partners are responsible for ensuring that active offers are honored for the duration of their membership term.

Suppliers Partners are solely responsible for any and all claims, losses, or disputes arising from their Offers.

4. Member Use

- Offers are available exclusively to AMTA Supplier, Elite, and Full Carrier Members in good standing.
- The digital myAMTA Rewards Card serves as proof of eligibility and may be presented by employees of Member organizations at participating suppliers.
- Members are responsible for confirming Offer eligibility and details directly with the Supplier before purchase or engagement.
- Full Carrier, Elite or Supplier Members are responsible for confirming Offer eligibility and details directly with the Supplier before purchase or engagement.
- AMTA is not liable for any changes, errors, or discontinuations of Offers by Suppliers.

5. Intellectual Property

By submitting an Offer, Suppliers grant AMTA a non-exclusive, royalty-free license to use their company name, logo, and promotional content for the purpose of displaying and promoting the Offer on the Platform and related AMTA marketing materials.

6. Limitation of Liability

AMTA shall not be responsible or liable for:

- The accuracy, reliability, or availability of any Offer;
- Any damages or losses arising from participation in or use of Offers; or
- Any dispute between a Supplier Partner and a Member.

Participation in the myAMTA Rewards program is at each party's own risk.

7. Modifications and Termination

- AMTA reserves the right to modify, suspend, or terminate the myAMTA Rewards program or any Offer listing at any time without prior notice.
- Suppliers may withdraw their Offers with thirty (30) days' notice by notifying AMTA in writing through the submission form or by email.

- Offers are automatically reviewed for modification or additions at time of membership renewal and onboarding.

8. Governing Law

These Terms and Conditions are governed by and construed in accordance with the laws of the Province of Alberta and applicable federal laws of Canada.

9. Contact

For questions or to update your Offer, contact:
Alberta Motor Transport Association (AMTA)
rewards@amta.ca