



Refer a Friend - Terms and Conditions

With all offers, there are a few rules (or Terms and Conditions) so everyone plays fair. Here they are:

Eligibility.

This offer is available starting September 1, 2017 and ending August 31, 2018. This offer may be extended, adjusted, and/or terminated at any time during or after the offer time period provided in this section.

BLU account holders can:

- Participate if they qualify as Eligible Individuals.
 - BLU electronic cigarettes are adult products and should not be sold to or used by youth. **Eligible Individuals are persons over the legal vaping age in your specific state/municipality. To qualify, individuals must go through an age verification process to become a BLU member and purchase product.**
- Refer Eligible Individuals — there's no limit to how many.
 - The text box that includes the custom link and pre-populated copy will be sent to the Eligible Individual.
 - Do not delete the following copy from the personalized message for legal purposes: *NOT FOR SALE TO MINORS. MUST NOT BE DISSEMINATED TO MINORS.*
 - Search Engine Marketing (e.g., Adwords, Yahoo, or Bing) or the words 'coupon', 'code', 'promo code', 'discount code', 'voucher code' or 'voucher' must not be used to promote posts.
- Only have one BLU account (which must have a problem-free history) and can't refer themselves — sorry!
- Choose the platform they want to share on and it will open in their own accounts to be sent from their personal email, SMS, WhatsApp or Facebook Messenger account

Referred Eligible Individuals can:

- Join BLU as a referred friend and start referring additional Eligible Individuals as soon as they have a BLU account.

Let's talk rewards:

When referring Eligible Individuals, BLU account holders:

- Earn—1,000 blu reward points (see terms and conditions for our blu nation reward points [here](#)). Points will only be received if the Referred Eligible Individual is a new consumer without an existing account on blu.com. There is no limit on the amount of friends a Referring Eligible Individual can refer.

About blu reward points:

- See terms and conditions for our blu nation reward points [here](#).

What if...

- *Someone closes their account?* Any leftover rewards will go back into BLU's piggy bank.
- *BLU decides to gift a discount or make an exception to the Terms and Conditions?* This is rare, and the Terms and Conditions remain unchanged for all other instances.
- *Rules or incentives change or end?* It's not often, but this can happen. If it does, BLU will reflect the changes here.
- *A Referred Friend or Referrer has questions?* BLU will reply, and any decisions made will be at BLU's sole discretion.
- *Privacy is a concern?* Rest easy — our Refer a Friend program uses our website Privacy Policy and [Terms and Conditions](#) so everyone's completely safe.