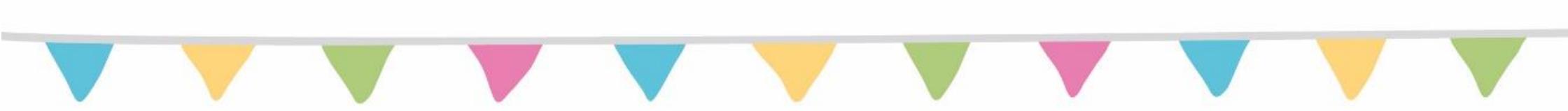


## Features and benefits of your My Puddle Ducks account

We developed the My Puddle Ducks account with you, the customer, in mind. It's packed full of features to make managing your swimming lessons easier including:

- You can easily edit your own personal details, those of your child(ren) and emergency contact details
- You can let us know you can't attend a lesson e.g. if you are on holiday. This not only generates you a Courtesy Class, valid for 6 months as long as you are a current customer, it also frees up your space so someone else can do a Courtesy Class in your place
- You can see which class level your child will move to when they have completed their criteria in their current level and a space becomes available – this next class is selected based on the time and place of your current class
- View your Monthly Payment Schedule, your Payment History and see any Credits you have on your account via the Payments page
- Being able to monitor your child's progress through the criteria for their given class level (NB criteria only appears from Little Dippers onwards) – you can see how well your child is doing and where they might need some support
- Order your child's awards with one click. On the right hand side of the My Puddle Ducks account pages, you will see the latest awards and achievements for your child and you can order the badges and certificates by simply adding them to your Basket

The following pages cover the Monthly Payments model and how it works and also takes you through each page of your My Puddle Ducks account and how to best use it and take advantage of all the great features it has to offer.

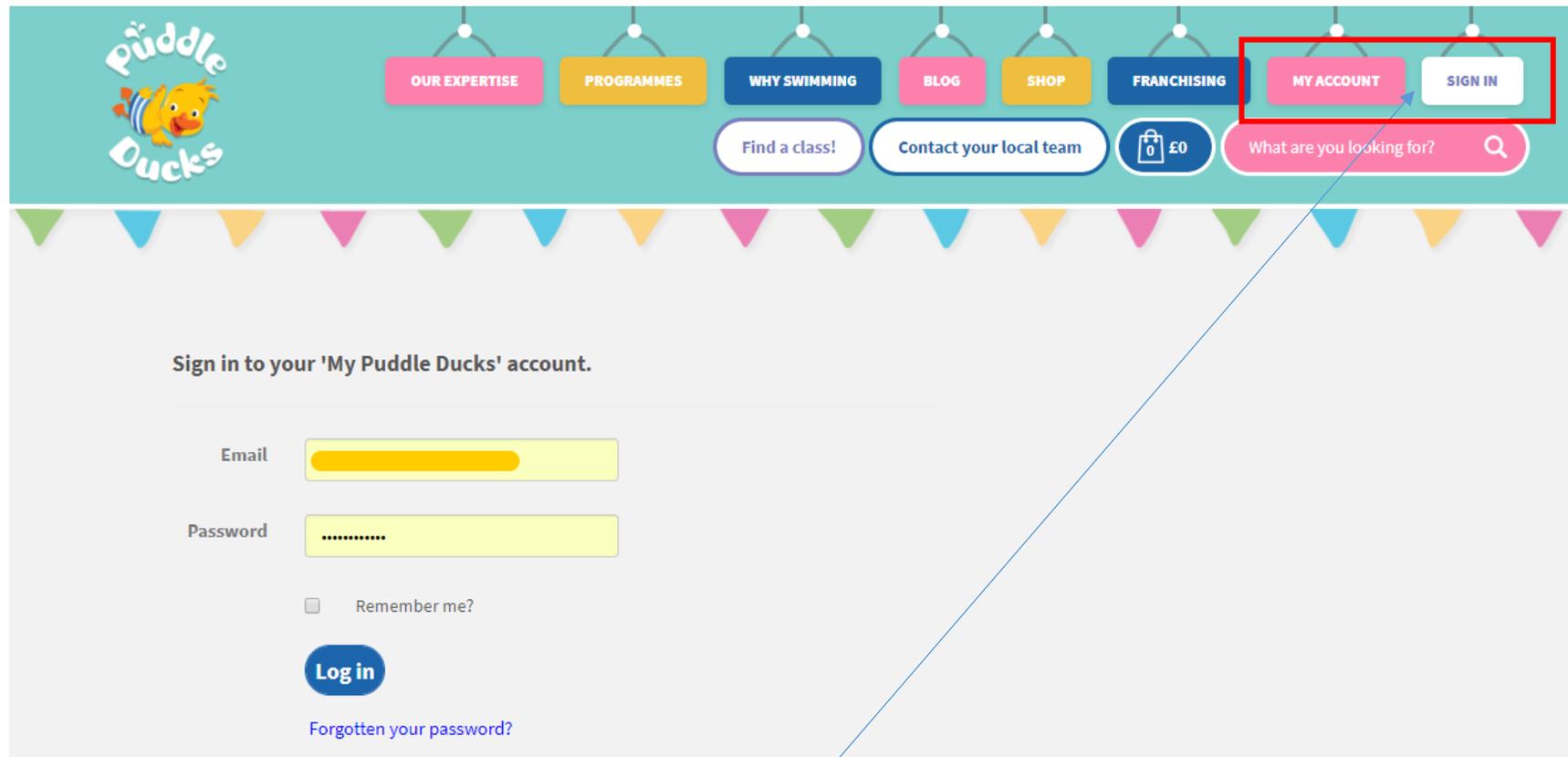


# The Monthly Payment Model Explained

1. We ask for a payment for 10 lessons when you join. When we take this payment, our payment partner, SagePay, stores your card details and you give us authority to take recurring monthly payments from that card until further notice.
2. We take no payment on the next payment date following your initial payment; your first monthly payment comes out on the following payment date after that e.g. if you make your initial 10 x lesson fee payment on 15th January, we take no payment on the 7th February. Your first monthly payment would be on the 7th March. Monthly payments will never be for any more than 4 x your lesson fee.
3. Your monthly payment will be reduced by using any current credits on your account. A credit might be generated by us having to cancel a lesson due to unforeseen circumstances, for instance.
4. The monthly payment amount can change if your child changes class or if lesson fees change.
5. January and August are 'balancing' months where we look at how many lessons you have in the bank and based on the lucky number 7, we either take no payment or a reduced payment. Even if you only have 3 or fewer lessons in the bank, we will never take more than 4 x your current lesson fee. Here's an example. If the week before your 1<sup>st</sup> August payment is due, you have 5 lessons in the bank, we will only take payment for 2 lessons on the 1<sup>st</sup> August, bringing your total lessons in the bank back to 7.
6. We will send you an updated payment schedule twice a year or when your child moves class.
7. If you have 10 or more lessons paid for in any month, no payment will be taken that month.
8. If you wish to cancel your recurring payments you can easily do so by giving us 30 days notice in writing (an email will suffice).

Please see our [Monthly Payment FAQs](#), a useful document that answers all the questions you might have about Monthly Payments.

## How to access your My Puddle Ducks account



The screenshot shows the Puddle Ducks website navigation bar with the following elements:

- Logo: Puddle Ducks (a yellow duck with a blue stripe)
- Navigation buttons: OUR EXPERTISE, PROGRAMMES, WHY SWIMMING, BLOG, SHOP, FRANCHISING, MY ACCOUNT, SIGN IN. The MY ACCOUNT and SIGN IN buttons are highlighted with a red box.
- Search bar: What are you looking for? with a magnifying glass icon.
- Utility buttons: Find a class!, Contact your local team, and a shopping cart icon with £0.

Below the navigation bar is a sign-in form titled "Sign in to your 'My Puddle Ducks' account." with the following fields and options:

- Email: A text input field with a yellow background.
- Password: A text input field with a yellow background and masked characters (.....).
- Remember me?: A checkbox with the text "Remember me?".
- Log in: A blue button with white text.
- Forgotten your password?: A blue link.

Click on the SIGN IN button to get into your My Puddle Ducks account. When you first become a customer, you can sign in using your email and password you created if you booked online, or the generic password Password@123 if you booked by another method such as over the phone. Please change your password the first time you sign in. Once you are signed in, you will be taken straight to your Overview page. If you use your browser to store your login details, meaning you don't have to re-enter your login details each time you visit our site, you can just click on the MY ACCOUNT button; this will take you straight in to your Overview page.

# My Puddle Ducks account: Overview Page

Your local team use this blue box to communicate important information, reminders or customer offers

These blue buttons make the key tasks you might want to complete easy to find. See our [Courtesy Class FAQs](#) for any questions you might have about how to generate or book a Courtesy Class. There is a button to allow you to redeem Swimming Lesson Gift Vouchers if some lovely person has bought them for you!

The screenshot shows the 'My Puddle Ducks' account overview page. At the top, there is a navigation bar with the Puddle Ducks logo and several menu items: OUR EXPERTISE, PROGRAMMES, WHY SWIMMING, BLOG, SHOP, FRANCHISING, MY ACCOUNT, and SIGN OUT. Below this is a secondary navigation bar with buttons for 'Find a class!', 'Contact your local team', 'ED', and a search bar. The main content area is divided into four sections: OVERVIEW (highlighted with a red box), MY PROFILE, MY CHILDREN, and PAYMENTS. The OVERVIEW section includes a 'Welcome' message, a 'Recommend a Friend!' banner, a 'Current class for' section showing 'Monday 17:30 Swim Academy Level 1 Mid Cheshire', and a 'Your next lesson is on Monday 24th February.' section. The MY PROFILE section shows 'My Profile' with an 'Edit Profile' link, 'Payment Details' with a 'Change Card Details' link, and 'My Children' with a 'Purchase your child's award badges and certificates with ease' callout. The MY CHILDREN section shows a child's profile with 'Floaties' and 'Latest Achievement: Floaties' and a 'Purchase your child's award badges and certificates with ease' callout. The PAYMENTS section shows 'Contact Your Local Team' for 'Mid Cheshire' with the phone number '01477 410080'. A 'Recurring payments FAQs' link is also visible.

Edit your 'My Profile' information here

Change your payment card details here

Quick reference for the date of your next lesson which takes into account weeks when we aren't swimming

Purchase your child's award badges and certificates with ease

A link to our Recurring Payment FAQs in case you have any questions about our Monthly Recurring Payments model

# My Puddle Ducks account: My Profile Page

OUR EXPERTS PROGRAMMES WHY SWIMMING BLOG SHOP FRANCHISING MY ACCOUNT SIGN OUT

Find a class! Contact your local team £0 What are you looking for?

OVERVIEW **MY PROFILE** MY CHILDREN PAYMENTS

**My Profile** Edit Profile

First Name Last Name Edit Profile

Email: Edit Profile

Mobile: Telephone(Landline):

Address: Postcode:

Emergency Contact:

**Note:** Please get in touch with us if you or your child has any condition or a change in a condition that your teacher may need to be aware of. This will ensure you are safe and get the most out of our lessons.

[Change Password](#)

Recommend a Friend No: 124059514 [Share](#) [Tweet](#) [Email](#)

If you love your swimming lessons, why not let your friends know? If they book in quoting your unique code, both you and they get £10 off your next payments...and you can hand your code out as many times as you want!

**Marketing Preferences:** We require and use your email address and mobile phone number to communicate essential information about your account and classes. From time to time we also like to update you on other products and services from Puddle Ducks. When you agreed to our Privacy Policy, in addition to receiving essential communications (which is a mandatory requirement of being a Puddle Ducks customer), you agreed to being contacted with marketing information by the following methods. You can choose to opt out of some or all of these by unticking the boxes below as required. Your personal information will never be passed onto a third party.

To Email

To Telephone

To SMS

To Post

**My Children**

Swim Academy Level 4  
Latest Achievement: 25m (Distance Badge)  
Earned: 10-05-2016  
Price: £3.85  
[Add To Basket](#)

Beginners  
Latest Achievement: 10m (Distance Badge)  
Earned: 21-03-2016  
Price: £3.85  
[Add To Basket](#)

Swim Academy Level 4  
Latest Achievement: 50m (Distance Badge)  
Earned: 09-06-2017  
Price: £3.85  
[Add To Basket](#)

Dippers  
Latest Achievement: 5m (Distance Badge)  
Earned: 02-07-2018  
Price: £3.85  
Out Of Stock

Splashers  
Latest Achievement: STARfish 3  
Earned: 04-15-2016

Want to change your password? Just click on this link

You and a friend can earn £10 credit each towards your next payment. Use the sharing icons to share your unique code with your friends and start earning!

Both these links allow you to edit the profile details you see on this page

Marketing Preferences – just let us know how you are happy for us to contact you and if you don't want to be contacted at all, just un-tick all the boxes.

# My Puddle Ducks account: My Children Page

If you have more than one child swimming with us, toggle between them using the tabs

Read the list of criteria your child needs to achieve before moving up to the next class level. A green tick indicates they have done it, a red cross means they still have it to do. (NB criteria only appears from Little Dippers onwards)

Your Courtesy Classes are listed here along with their expiry dates and a link to easily book an available space in a class within the next 7 days

The screenshot shows the 'My Children' page of a Puddle Ducks account. At the top, there's a navigation bar with tabs: OVERVIEW, MY PROFILE, MY CHILDREN (highlighted with a red box), and PAYMENTS. Below the tabs, the page is divided into several sections:

- Child Profile:** Shows fields for Full Name, Date of Birth, Authorised Adults, and Emergency Contacts. A note below states: "Please get in touch with us if you or your child has any condition or a change in a condition that your teacher may need to be aware of. This will ensure you are safe and get the most out of our lessons."
- Current class for [Child Name]:** Displays the class schedule (Saturday 15:30 Dippers) and the location (South Cheshire, Wrexham, Staffordshire & Shropshire). It includes buttons for "Let us know you can't attend a lesson", "Book a Courtesy Class", "Check Pool Holiday Dates", and "Pay".
- Criteria to move to next class level:** Lists various swimming skills with green ticks (indicating completion) or red crosses (indicating pending). For example, "Dippers: Can independently and consistently regain feet" has a green tick, while "Dippers: Completed 8 Dippers lessons" has a red cross.
- Courtesy Classes available to book for [Child Name]:** A table with columns for Date Issued, Expiry Date, and a "Book a Courtesy Class" button.
 

| Date Issued | Expiry Date | Book a Courtesy Class |
|-------------|-------------|-----------------------|
| 23-05-2018  | 23-11-2018  | Book a Courtesy Class |
- My Profile:** Includes an "Edit Profile" link and contact information.
- Payment Details:** Shows Card No., Next payment due for (£112.00 on 28-07-2018), and a link to "Recurring payments FAQs".
- My Children:** A list of progress cards for different swimming levels:
  - Swim Academy Level 4: Latest Achievement: 25m (Distance Badge), Earned: 10-05-2016, Price: £3.85, Add To Basket.
  - Beginners: Latest Achievement: 10m (Distance Badge), Earned: 21-03-2016, Price: £3.85, Add To Basket.
  - Swim Academy Level 4: Latest Achievement: 50m (Distance Badge), Earned: 09-06-2017, Price: £3.85, Add To Basket.
  - Dippers: Latest Achievement: 5m (Distance Badge), Earned: 02-07-2018, Price: £3.85, Out Of Stock.

The details of your Emergency contact should appear here. You can update these details under My Profile

These blue buttons make the key tasks you might want to complete easy to find. See our [Courtesy Class FAQs](#) for any questions you might have about how to generate or book a Courtesy Class. There is a button to allow you to redeem Swimming Lesson Gift Vouchers if some lovely person has bought them for you!

# My Puddle Ducks account: Payments Page

If you need to update your card details you can do so here

Click on the arrow and you will see any Credits on your account along with the reason for the credit

The screenshot shows the 'My Puddle Ducks' account interface. At the top, there is a navigation bar with the Puddle Ducks logo and several menu items: OUR EXPERTISE, PROGRAMMES, WHY SWIMMING, BLOG, SHOP, FRANCHISING, MY ACCOUNT, and SIGN OUT. Below this is a secondary navigation bar with tabs for OVERVIEW, MY PROFILE, MY CHILDREN, and PAYMENTS (which is highlighted with a red box). The main content area is titled 'Payments' and contains several sections: 'Card Details' with a 'Change Card Details' link, 'Your Credits: these will reduce your next payment' (with a dropdown arrow), 'Your Payment History' (with a dropdown arrow), and 'Your Monthly Payment Schedule' (with a dropdown arrow). On the right side, there is a 'My Profile' section with an 'Edit Profile' link, a 'Payment Details' section with a 'Change Card Details' link, and a 'My Children' section showing a child's profile with a '25' badge.

By clicking on this arrow, you will see your last 12 months of payment history

This lists your payment schedule for the next 12 months. It will only ever show 4 x your current lesson fee – look at your credits lozenge to see any reductions you are due