



TERMS AND CONDITIONS:

CHUCK E. CHEESE AUSTRALIA BIRTHDAY CLUB

EFFECTIVE DATE: MARCH 26, 2026

1. Promoter

1.1 The promoter is CEC PTY LTD trading as Chuck E. Cheese Australia ("Chuck E. Cheese", "we", "us", "our").

2. Eligibility

2.1 Membership to the Chuck E. Cheese Australia Birthday Club ("Birthday Club") is open to Australian residents aged 18 years or over who are a parent, legal guardian, or authorised carer of a child.

2.2 Only adults may complete the Birthday Club registration form.

2.3 Children registered must be aged 17 years or younger at the time of registration.

2.4 By joining the Birthday Club, you confirm that all information provided is true, accurate and complete.

2.5 You may register details for up to seven (7) children per account.

2.6 To be eligible to receive and redeem a Birthday Club offer, you must be a current Birthday Club email subscriber at the time the offer is sent and at the time of redemption.

2.7 Birthday Club offers are available only where the offer is received directly by email from Chuck E. Cheese and includes a valid unique promotional code.

3. Membership & Data Collection

3.1 Membership to the Birthday Club is free.

3.2 To join the Birthday Club, you must submit your details via the Chuck E. Cheese Australia website, including (but not limited to): first name and last name; valid email address; valid phone number; postcode; and each child's first name and date of birth.

3.3 A valid email address and phone number must be provided to receive Birthday Club communications and benefits.

3.4 All Birthday Club communications, including promotional codes and offers, will be sent to the parent, legal guardian, or authorised carer.



3.5 By joining, you consent to receive marketing communications from Chuck E. Cheese Australia, including birthday offers, promotions and updates.

3.6 You may unsubscribe at any time; however, you must remain subscribed at the time an offer is issued and at the time of redeeming any Birthday Club offer to be eligible.

3.7 Subject to system timing and delivery, Birthday Club offer emails are generally sent approximately six (6) weeks before, and again approximately three (3) weeks before, the child's nominated birthday.

3.8 Personal information is collected, stored and handled in accordance with our Privacy Policy, available at chuckecheese.com.au.

4. Birthday Club Offer

4.1 Eligible Birthday Club members may receive a promotional offer for one (1) free Chuck E. Cheese birthday cake (valued at \$54.95) per registered child.

4.2 The free Chuck E. Cheese birthday cake may only be claimed as part of a paid booking for a Chuck E. Cheese birthday party package (Fun, Mega Fun or Ultimate Party Package) and is not available for standalone redemption.

4.3 Only one (1) birthday cake may be redeemed per eligible booking.

4.4 The offer is redeemable only when booking a child's birthday party at a participating Chuck E. Cheese Australia location.

4.5 The offer is valid only for new birthday party bookings made on or after 26 March 2026.

4.6 The offer cannot be applied to any booking made before 26 March 2026, including where the party date occurs on or after that date.

4.7 To redeem the offer: a birthday party must be booked via the official booking system; a Chuck E. Cheese birthday cake must be added to the booking; and a valid unique promotional code from a Birthday Club email must be applied at checkout.

4.8 Upon successful application of the promotional code, the value of the birthday cake (\$54.95) will be deducted from the total booking cost.

5. Cake Details

5.1 The complimentary birthday cake included in this offer is a 20cm diameter round cake (serves approximately 10 people), consisting of classic vanilla sponge cake layered with smooth vanilla buttercream frosting, finished with colourful rainbow sprinkles and topped with an exclusive Chuck E. Cheese cake topper.

5.2 The cake offering is fixed and cannot be exchanged, customised or substituted unless otherwise determined by Chuck E. Cheese.



6. Promotional Codes

6.1 Each eligible Birthday Club member will receive a unique promotional code by email.

6.2 Promotional codes: are single-use per child, per calendar year; are non-transferable and must not be shared, sold or reproduced; must be used at the time of booking; and cannot be applied retrospectively.

6.3 A promotional code may only be redeemed by the recipient of the email in which it was issued and cannot be redeemed without that email code.

6.4 Chuck E. Cheese reserves the right to cancel or invalidate any promotional code where misuse, fraud or unauthorised distribution is suspected.

7. Redemption Conditions

7.1 The Birthday Club offer is valid only for bookings made while the member remains subscribed to the Birthday Club.

7.2 Only one (1) free birthday cake may be redeemed per child, per calendar year.

7.3 The free birthday cake is redeemable only as part of a Chuck E. Cheese birthday party booking and cannot be redeemed separately.

7.4 The offer: is not redeemable for cash or credit; cannot be combined with any other offer unless explicitly stated; and is subject to availability and booking capacity.

7.5 Additional party inclusions, upgrades or extras will be charged at standard rates.

7.6 If you are unsure whether you are currently subscribed to the Birthday Club, or whether you have received the relevant Birthday Club offer email, please contact hello@chuckecheese.com.au before making your booking. Chuck E. Cheese is not responsible for a failure to redeem where the required email offer and code have not been received, retained or entered correctly.

8. Changes & Termination

8.1 Chuck E. Cheese reserves the right to modify, suspend or terminate the Birthday Club or any associated offer at any time without prior notice, and to amend these Terms & Conditions at its discretion.

8.2 Any changes will be effective immediately upon publication on our website.

9. Liability



9.1 To the extent permitted by law, Chuck E. Cheese is not liable for any loss or damage arising from participation in the Birthday Club, or any technical issues, delays or failures in email delivery or booking systems.

9.2 Nothing in these Terms excludes rights under the Australian Consumer Law.

10. General

10.1 Participation in the Birthday Club constitutes acceptance of these Terms & Conditions.

10.2 These Terms are governed by the laws of Australia.