

FREQUENTLY ASKED QUESTIONS

yuu Rewards Club for PAssion Cards

“PAssion Cards” refer to PAssion POSB Debit Card, PAssion POSB Platinum Debit Card and/or HomeTeamNS-PAssion-POSB Debit Card.

Section 1: About yuu Rewards Club

1. What is the yuu App?

The yuu App is an app managed by yuu Rewards Club, the appointed loyalty programme partner for People Association. It is a one-stop app for PAssion Cardmembers to manage and redeem their rewards anytime, anywhere.

Yuu Rewards Club is operated by Minden Singapore Pte Ltd, a tech venture founded by Temasek in strategic partnership with DFI Retail Group.

To earn, track and redeem points, PAssion Cardmembers will have to first download the yuu App from Apple App Store, Google Play Store or Huawei AppGallery.

2. What if I forgot to link my PAssion Card, and have already started spending with it?

Not to worry, we will automatically track and store any eligible yuu Points awarded for PAssion Card spend even before you link your PAssion Card via the yuu App.

For existing PAssion Cardmembers, tracking will initiate from when the programme launches (27 Oct 2022) to when you link your PAssion Card.

For new PAssion Cardmembers, tracking will initiate from when you activate your PAssion Card and make your first purchase at any participating yuu merchant to when you link your PAssion Card.

All awarded yuu Points kept in store for you during the abovementioned period will be credited to your yuu Account once you’ve linked your PAssion Card.

3. What happens if I replace my PAssion Card after I have linked my card – do I need to perform the linkage again?

There’s no need to relink your new PAssion Card on the yuu App. All you have to do is to activate your newly-replaced card and wait for five working days for your card linkage to be updated. Meanwhile, you can still continue to shop at yuu merchants and your yuu Points (earned during this time) will be credited to your yuu Account when the card linkage is updated.

4. Do I have to replace my existing PAssion Card in order to enjoy the yuu Rewards Club’s benefits?

There’s no need to – in fact, you can simply link your Card to the yuu App with your existing PAssion Card, spend, and enjoy the new offers!

5. I have multiple PAssion Cards. Do I have to link all my PAssion Cards in the yuu App?

You will just simply need to link one card on the yuu App. All PAssion Cards tagged to your PAssion membership will then be automatically linked to your yuu Account.

6. What happens to my yuu Points if I cancel my PAssion Card?

So long as your yuu Account is active, you will be able to redeem existing yuu Points until they expire. yuu Points will expire in two years from the date of issuance.

7. Can I tap my PAssion Card at yuu merchants to use yuu Points to offset against my purchase without downloading the yuu App, similar to the current TapForMore process?

Tapping your PAssion Card to redeem yuu Points to offset against your purchase is available at selected yuu merchants, namely Cold Storage, CS Fresh, Giant, Guardian and 7-Eleven.

However, you will still need to download the yuu App and link your PAssion Card before doing so.

8. I see many yuu Points entries in my yuu App. Why are there so many entries?

You will earn yuu Points from both yuu merchants and DBS Bank for every purchase made at yuu merchants.

yuu Points from yuu merchants will be credited to your yuu Account once your purchase is made. Please note that there are products exempted from this, such as tobacco, as determined by yuu merchants.

yuu Points from DBS will be credited to your yuu Account once the purchase has been posted to your PAssion Card Account, usually within one to three working days post purchase.

Bonus yuu Points for ad-hoc promotions may be credited at a later date, depending on the promotion mechanics. Please refer to the promotion Terms and Conditions for full details.

9. Why am I unable to link my PAssion Card?

For new PAssion Cardmembers, and existing PAssion Cardmembers who have received a new card through replacement or card renewal, please ensure that you have activated your PAssion Card and wait five working days before initiating the account linkage on the yuu App. Meanwhile, you can still continue to shop at yuu merchants and your yuu Points (earned during this time) will be credited to your yuu Account when the card linkage is updated.

For existing PAssion Cardmembers, if you have activated your cards but still cannot link your account, please contact yuu Rewards Club by tapping on “Me” at the bottom navigation bar > “Customer Services” or using the “Contact Us” page on yuu Rewards Club’s [website](#).

For urgent assistance, please call the yuu Rewards Club’s hotline at +65 31297710.

10. How do I unlink my PAssion Card on the yuu Rewards app?

Please contact yuu Rewards Club by tapping on “Me” at the bottom navigation bar > “Customer Services” or go to the “Contact Us” page on yuu Rewards Club’s [website](#). For urgent assistance, please call the yuu Rewards Club’s hotline at +65 31297710.

11. I do not want to participate in this new rewards programme. Is this possible?

Yes, this is possible. If you don’t link your PAssion Card to the yuu App, you will not be able to earn yuu Points and enjoy the suite of yuu Rewards Club offers.

12. Will my data be shared with 3rd parties for this new rewards programme?

Your transaction data will be shared with Minden Singapore Pte Ltd (the operator of yuu Rewards Club, a tech venture founded by Temasek in strategic partnership with DFI Retail Group). This is for the sole purpose of crediting of yuu Points. Your data will not be shared with other third-parties, e.g. yuu merchants, for any other purposes.