

## **Target Shop+ discontinuation FAQs**

### **What is Shop+ ?**

Target Shop+ is a Target App Rewards program that is being discontinued on Monday 21 July 2025. It was made available to Target shoppers who downloaded the App and created an account prior to February 2025.

**Why is Shop+ being discontinued?** Target has made a business decision to move away from this offering. While the program will come to an end on the 21st of July, we'll continue to look for new ways to deliver value to our customers in the future and appreciate your feedback.

### **Can Target Shop+ customers still earn rewards until the program is discontinued on Monday 21st July?**

Yes, as an existing Target Shop+ member you can continue to earn rewards up until 11:59pm AEST on Monday 21st July.

### **Can Target Shop+ customers redeem rewards they earn after the program has been discontinued on 21st July?**

Yes, Target Shop+ members can continue to redeem Shop+ rewards as per the validity period stipulated on their rewards, even if it is after the discontinuation date of Monday 21st July.

### **What will happen to my Personal Information once Target Shop+ is discontinued?**

The discontinuation of Target Shop+ does not change your consent status with Target Marketing Communications, or remove your personal data from Target. If you have any questions or concerns regarding this, please contact Target Customer Support <https://www.target.com.au/help/contact-us>

### **What will happen to my Target Online Account once Target Shop+ is discontinued?**

Your Target Online Account will remain open & accessible after Shop+ is discontinued. If you want to close your Target online account, you will need to make a specific request through Target Customer Support <https://www.target.com.au/help/contact-us>

### **I have other questions or concerns not listed here?**

If you have any questions about the program, or prefer to close your Target online account, please contact Target Customer Support <https://www.target.com.au/help/contact-us>

