

From: David Hall
Sent: Friday, 9 December 2011 1:11 PM
To: CCAAC
Subject: gift card example- Apple is the rotten fruit

I recently had the experience with Apple gift cards (not to be confused with Apple Itune cards) that have a restriction of only being able to be redeemed in person at Apple retail stores. Not Apple resellers! Not Apple on-line stores!

They offer no flexibility! No alternative arrangements! The problem is like a large number of Australians, I do not live in a capital city and in my case I live in Townsville some 1200-1500 kms from Brisbane. On top of that there is only 1 Apple retail store in Brisbane out at Chermside.

So If I flew to Brisbane I then have to go out of the CBD to a suburban shopping centre to redeem. This is just unrealistic and impractical and is almost fraudulent when you look at it. In fact if you look at the number of stores in Australia there are only a small number.

I contacted Apple to see if there could be other arrangements made and they basically said bad luck that is the terms of the cards. I said I wasn't happy for this and asked for it to be escalated. They responded with the same answer.

Clearly this restriction is not for commercial reasons and is only there to get a windfall gain for Apple and no other reason. It cannot be for security reasons as some simple measures could overcome security issues. By the way the card cost \$200 and someone paid good money for it. It wasn't a store promo.

Regards
David Hall