

# Retail Gift Card Usage Guidelines Update

Dear Valued Customer,

We are excited to inform you about the updated guidelines for using our retail gift cards effective from [Insert Date]. Please read the following points carefully to ensure a smooth shopping experience:

- **Activation:** All gift cards must be activated at the time of purchase.
- **Redemption:** Gift cards can be redeemed for any merchandise in-store or online.
- **Balance Inquiry:** You can check your gift card balance online or at any retail location.
- **Expiration:** Gift cards have a validity of [Insert Timeframe] from the date of purchase.
- **Non-Transferable:** Gift cards cannot be exchanged for cash or transferred to another card.

For further information, feel free to reach out to our customer service team at [Insert Contact Information]. Thank you for your understanding and continued support.

Sincerely,  
[Your Company Name]