You **MUST** follow the Essilor Preferred Rewards Program® (EPR) enrollment process steps and review the guidelines below to timely complete your EPR enrollment.

EPR ENROLLMENT PROCESS

Step 1: To initiate the EPR enrollment process, please submit all requests securely via the SmartSheet EPR Member Request Form at https://tinyurl.com/EPRform1, making sure all fields are accurate and complete.

If there are issues with your submission that require resolution to ensure that you are successfully enrolled in the EPR program, we will email you and will include any additional email address(es) you indicated on the request form for purposes of invitation.

Step 2: Within 2-4 weeks of submission, please be on the lookout for an invitation sent to your email (primary email address provided on the EPR Member Request Form as well as any cc email provided) that contains instructions to formally join the program, including accepting the EPR program Terms & Conditions (T&Cs). The email with T&Cs will be sent from the email address support@essilorsupport.com. It should take you less than two minutes to complete this step. ***NOTE: Until you complete this final step, you will not be considered enrolled, and thus will not be eligible to earn points in the program!***

EPR ENROLLMENT BEST PRACTICES

Sometimes the EPR enrollment process is delayed due to incorrect/incomplete information submitted on the Digital Member Request Form in Step 1. Here are some helpful hints to ensure your information is accurate and complete:

a. **HELP NOTES:** All fields MUST be completed on the form. Please review the "help notes" associated with each field to understand exactly what we are looking for and the desired format. You may also review the <Definitions> in the FAQ section below. Any missing or incorrect information will result in the need for us to contact you to obtain information and/or clarify, both of which will delay the enrollment process.

b. **CORRECT INFORMATION IS KEY:** Please double check spellings to ensure accuracy of the information! When we have an obviously incorrect spelling on any element of the data provided, we will need to contact you or spend time doing a Google search to ensure we are setting up the member profile correctly. If it's not an obviously incorrect spelling, we will set up the account with exactly the information you submitted without realizing the error.

c. **ACTIVE EMAILS:** Select an email address that is active and is frequently monitored for the primary contact email address. This is the email address where we will send out the email to accept program T&Cs and other periodic program updates, including information on points expiration, special promotions and more.

d. **ADD COMMENTS:** If you have any notes to share that will help us in your enrollment process, please add these to the <Comments> field on the enrollment form.

FAQs

Q. What do all of the abbreviations mean?

A. Please see the definitions below:

DBA = <Doing Business As>. Often the name on the door and often different than the LEN.
LEN = <Legal Entity Name>. Name associated with the EIN created when the business was formed.
TIN = <Tax Identification Number>. An identifying number used for tax purposes.
EIN = <Employer Identification Number>. This is also known as a Tax ID #. It's always 9 digits.
APL = <Affiliated Practice Locations>. Practice locations that share an EIN with the primary account.
Lab # = Specific lab # associated with your location.

Q. Why do I need to provide my TIN?

A. Our first step in the process is to conduct a Tax Identification Number (TIN) match with the IRS using the LEN/EIN provided on your form. We do this because you will receive a 1099 at the end of each year for the program, so it's critical that this information aligns with what the IRS has on record for you. Please make sure you are providing us with the correct Legal Entity Name (LEN) associated with the Employer Identification Number (EIN) that you were provided when you formed your business entity (also on your tax forms). It's often different than the DBA.

Q. Do I need to add ALL of my lab account numbers?

A. Please make sure that all lab names and associated lab numbers are provided so we can accurately capture the number of Essilor products you purchase. When we don't have a lab # or lab name (one or the other is often left off the form), we will need to contact you to obtain the necessary information. Again, we MUST have BOTH so we can ensure that you are earning points on all the eligible jobs you are sending through the Essilor Lab Network.

Q. What do I do if I have multiple locations?

A. MULTI-LOCATIONS with SAME TAX ID: If you have multiple locations that share an EIN, you must submit them as a single EPR Member, as there can only be one EPR member per EIN, regardless of the number of locations. Please designate one of the addresses as "primary" (completely up to you) and then provide the complete addresses for the other locations in the <APL> field (Affiliated Practice Locations).

Note: we will also require the lab information (lab name AND lab account #) for each location. *Ask your Essilor Account Executive for this information if you do not have it.*

- All points will flow up under the single EPR profile. You will be able to view points earned by location on our EPR portal.

MULTI-LOCATIONS with DIFFERENT TAX IDs: If you have multiple locations that operate under different EINs, please submit them as separate EPR enrollment requests, as each EIN will need to have its own unique member profile.

- In this scenario, please ensure that you submit a unique email address per location, as a single email address can be associated with only one EPR member.

Q. What do I do if the practice has multiple owners?

A. We need only ONE first and last name for the owner. We cannot accept multiple names of multiple practice owners or submissions with only a first name or a last name. If there's more than one owner, please decide who the primary contact will be for purposes of the EPR account.

Q. What are the different email addresses for?

A. Below is why you could need three email addresses:

- **Submitter Email**: This is the email address of the person submitting the EPR Member request form.
- **Primary Owner Email**: This is the primary owner's email address, which will receive tax information regarding this account.
- **Invitation CC**: If you would like someone in your practice to manage this account, add their email address here.

This could be one email address or three email addresses, depending on how you want to process this enrollment and manage the account afterwards.

Please select an email address that is frequently monitored for the primary contact email address. This is the email address where we will send out periodic program updates including information on points expiration, special promotions and more.

Q. I haven't seen my invitation come through. What should I do?

A. If you submitted a request but haven't received an email invitation, it's likely because there's an issue that requires resolution. PLEASE DO NOT ENTER A DUPLICATE REQUEST! First, check your SPAM folder to ensure that you don't have an email there that contains either the invitation or questions for issue resolution to ensure that you will enroll and earn points effectively in the program. If you do not, please contact us to inquire about the status of your request at (866) 281-7951 or support@essilorsupport.com. Note that your EIN is the fastest, most accurate way for us to determine your status, so keep that handy when contacting us.

Q. What do I need to do if I'm already in the program but need to add a location?

A. If you are already enrolled in the program but desire to ADD LOCATIONS that share an EIN with your current EPR account, do NOT submit an EPR Member Request Form. Instead, please email Support (support@essilorsupport.com). Please include existing Loyalty ID, EIN, new address(es) and associated lab names and corresponding lab numbers. This is handled by a separate team within EPR Support.