

Incentive Program Trust & Compliance Check

Before launching or expanding an incentive, loyalty, rebate, or reward program, use this checklist to evaluate whether your program is positioned to protect participants, maintain compliance, and build long-term trust.

1

Program Structure

- ☐ Eligibility requirements are clearly defined
- ☐ Official rules are documented and accessible
- ☐ Reward values and redemption requirements are clearly explained

4

Data & Privacy

- ☐ Data collection practices are documented
- ☐ Participant information is protected through appropriate controls
- ☐ Privacy notices align with actual program practices

2

Transparency & Disclosure

- ☐ Program disclosures are easy to find
- ☐ Expiration dates and limitations are clearly communicated
- ☐ Any partner relationships or sponsorships are properly disclosed

5

Fraud & Risk Management

- ☐ Fraud monitoring procedures are in place
- ☐ Duplicate submissions and suspicious activity can be identified
- ☐ Reward fulfillment processes include validation controls

3

Participant Experience

- ☐ Earning and redemption processes are easy to understand
- ☐ Participant support channels are clearly available
- ☐ Communications are written in plain language

6

Governance & Reporting

- ☐ Program ownership and accountability are clearly defined
- ☐ Compliance reviews are conducted regularly
- ☐ Participant feedback is monitored and evaluated

Final Score: _____

14-16**STRONG
FOUNDATION****10-13****Good foundation**
with improvement
opportunities**Below 10**Consider a compliance and risk
assessment before scaling your
program

Takeaway: Trust is not created by rewards alone. It is created through consistent, transparent, and ethical program management. That's where long-term incentive success begins.