

Huginn Points Terms & Conditions

Last Updated: Sunday, 5 April 2026

Welcome to Huginn Points, the reward currency for **Go Hug The World Limited** (Company No. 16834250), registered office address: Sussex Innovation Centre, Science Park Square, Brighton, BN1 9SB. These Terms & Conditions govern how you earn, manage, and redeem Huginn Points through our digital platform, the "Swipe & Earn" (also known as the "Hug or Shrug") game, and other qualifying activities we may make available from time to time.

By participating in the programme, you agree to these terms, which work alongside our Website & Membership Terms and our Privacy Policy. **Go Hug The World does not and will never sell personal data to third parties.**

1. Membership Tiers & Eligibility

The Huginn Points programme is available to three distinct tiers of "Explorers." Your ability to earn and redeem points is determined by your membership status at the time of the activity or booking.

- **Explorer (Free):** Open to all individuals aged 18 or over. No fee is required to join.
 - **Navigator (Paid/Active):** Available to members who pay the annual subscription fee or those who are currently travelling on a holiday booked through Go Hug The World.
 - **World Huggers (Premium):** This tier cannot be purchased. It is awarded to our most loyal travellers who have booked more than five (5) qualifying package holidays with Go Hug The World.
 - Upon reaching the 5-holiday threshold, members receive one year of World Hugger status.
 - For every additional package holiday booked thereafter, an additional one year of service is granted, up to a maximum extension of two (2) years.
-

2. The "Hug or Shrug" Game

Points are primarily earned through our interactive "Swipe & Earn" game (also known as "Hug or Shrug"), where you swipe through travel cards representing destinations, experiences, and accommodations.

- **Trial Version:** A trial version containing five (5) cards is available to non-members. Participants do not need to be based in the UK but must be 18 years of age or older. Points earned during the trial can only be saved if the user registers for a membership immediately following the session.
- **Earning Mechanics:** You earn one (1) Huginn Point for every card you "Hug" (like). No points are earned for "Shrugging" (disliking).
- **Daily Swiping Limits:** To maintain the integrity of the ecosystem, daily swiping limits apply:
 - **Explorer:** 20 cards per day.
 - **Navigator:** 250 cards per day.

- **World Hugger:** 1,000 cards per day.
-

3. Points for Travel (Trips Booked & Travelled)

In addition to points earned via the "Hug or Shrug" game, Huginn Points will be awarded for travel booked through and travelled with Go Hug The World.

- **How travel points are earned:** Huginn Points are awarded for every trip travelled through Go Hug The World based on the membership tier of the lead booker at the time of booking.
 - **Rates (per £1 spent):**
 - **Explorer:** 0.5 Huginn Points per £1 spent.
 - **Navigator:** 1 Huginn Point per £1 spent.
 - **World Hugger:** 2 Huginn Points per £1 spent.
 - **Example calculation:** A £1000 booking will result in 500 points (Explorer), 1000 points (Navigator), or 2000 points (World Hugger).
 - **Timing (when points are issued):** Points will be issued to the lead booker's account within twenty-eight (28) days of their return from the holiday.
 - **Attribution / lead booker only:** Only the lead booker is eligible to receive points for the total booking value.
 - **Same rules apply:** Points earned from travel are subject to the same redemption, price matching, and cancellation rules as points earned through the "Hug or Shrug" game.
-

3. Point Value & Redemption

- **Valuation:** For the purpose of redemption, one (1) Huginn Point is valued at £0.01 (1p).
 - **Redemption Caps:** Points are redeemed as a discount against the total cost of a qualifying travel booking. The maximum discount applicable via Huginn Points is:
 - **Explorer:** 3% of the total booking value.
 - **Navigator:** 5% of the total booking value.
 - **World Hugger:** 5% of the total booking value.
 - **Lead Booker Rule:** Points are non-transferable and cannot be combined across different accounts. Only the "Lead Booker" of a holiday may apply their personal Huginn Points balance to a booking.
 - **Exclusivity:** Huginn Points cannot be combined with any other internal discounts, corporate perks, or promotional offers unless explicitly stated in writing by Go Hug The World.
-

4. Price Matching Ineligibility

Go Hug The World prides itself on providing "Smarter, Not Stagnant" value. However, the use of Huginn Points significantly alters the financial structure of a booking.

Any booking that utilizes Huginn Points for a discount is strictly ineligible for our Price Match Guarantee. This exclusion applies to all competitors, including Online Travel Agencies (OTAs) and high-street brands. By choosing to redeem points, you waive the right to request a price match on that specific itinerary.

5. Cancellations & Refunds

The following rules apply to the Huginn Points portion of any booking in the event of a cancellation:

- **Member Cancellation:** If you (the member) cancel a booking where Huginn Points were applied, the points portion is considered non-refundable. Points will not be re-credited to your account.
 - **Company Cancellation:** If Go Hug The World is required to cancel your booking for any reason (excluding fraudulent activity), the Huginn Points used for that booking will be re-credited to your member account in full.
-

6. Termination & Changes

- **Programme Changes:** We reserve the right to modify swiping limits, redemption percentages, or point valuations to reflect market conditions and ensure the sustainability of the "Smarter, Not Stagnant" philosophy.
 - **Termination of the Game:** Should Go Hug The World decide to discontinue the "Hug or Shrug" game, Huginn Points you have already earned will not be lost solely because the game ends. Your points will remain available in your "Vault" for redemption until their natural expiry (if any) or the termination of your membership account.
 - **Account Misuse:** We reserve the right to void points or terminate memberships if we detect automated swiping, "bot" activity, or any attempt to circumvent daily limits.
-

7. Referral Program

The following referral rewards apply where a member (the **referrer**) invites a new member (the **invitee/referee**) using a referral link, code, or other mechanism we make available from time to time.

- **Monthly Navigator sign-up by invitee:** If the invitee signs up to a monthly Navigator membership, we will award **200 Huginn Points** to the referrer.
- **Annual Navigator sign-up by invitee:** If the invitee signs up to an annual Navigator membership, we will award **500 Huginn Points** to the referrer.
- **Invitee reaches 500 cards in "Swipe & Earn":** Once the invitee has played **500 cards** in the "Swipe & Earn" game, we will award **100 Huginn Points** to the referrer.
- **Invitee books a holiday over £4,000:** If the invitee books a holiday with a total value over **£4,000**, we will award **1,000 Huginn Points** to the referrer **per qualifying trip**.

Additional rules:

- **Criteria locked-in for the referee:** The referral criteria (including point rewards) valid at the point the invitee/referee signs up will remain valid for the lifetime of the invitee/referee's account.
 - **Referrer account deletion:** If the referrer deletes their account, **no further referral credits will be assigned** to that referrer (including credits that would otherwise have been awarded in the future).
 - **Our right to update incentives:** Go Hug The World reserves the right to update referral criteria and/or create short-term additional incentives at its discretion.
-

8. Governance

Huginn Points have no cash surrender value and do not constitute property of the member. They are a discretionary reward provided by Go Hug The World Limited. These terms are governed by the laws of England and Wales.

For any questions regarding your "Vault" or point balance, please contact the team via the Member Portal or WhatsApp.