

# myDinova Rewards Auto-Enrollment

## Overview

In order to help get as many of your cardholders enrolled in myDinova Rewards as quickly and easily as possible (which leads to increasing your rebate over time while growing adoption), Dinova is introducing Auto-Enrollment. We've designed this simple, new process to set you up for success: instead of relying on employees to seek out and sign up for this employer-approved loyalty program on their own, Auto-Enrollment enables you to get the ball rolling for them – all they have to do is opt-in!

## How does it work?

The first step in Auto-Enrollment is to designate an admin from your company to head up the process. This admin is then responsible for uploading a CSV (comma-separated) employee data file into the dedicated Dinova Auto-Enrollment portal, effectively signing up everyone in the data file for myDinova Rewards. Next, the system will send out automated emails, inviting your cardholders to officially opt-in to the program and complete their account profile.

## Before Attempting to Enroll Any Cardholders, Please Note Two Things

- 1) **In order to become your company's Auto-Enrollment admin, you (or the person you designate) will need to first sign up for your own myDinova Rewards account.** You will not be able to access to the Auto-Enrollment portal without first establishing your own myDinova login and password.
  - a. Go to [mydinova.com](https://mydinova.com) to register as a myDinova participant.
  - b. Once you've signed up, request access to the auto-enrollment portal by going to <https://www.dinova.com/auto-enroll/> and filling out short form at bottom of the page.
  - c. You'll receive an email confirming your Admin status, along with the template and instructions on how to upload your data via the portal.
  
- 2) **In order to ensure that your employees receive their opt-in email, you need to whitelist Dinova's domains.**
  - a. From within your company email program, add the following address to your "Safe Sender" list: [noreply@dinovamarketplace.com](mailto:noreply@dinovamarketplace.com)
  - b. The quickest way to ensure that necessary Dinova emails reach all of your cardholders is to work with your IT department. We highly recommend that you include all of the following in your company's list of trusted domains:  
**[@dinovamarketplace.com](https://www.dinova.com), [@apps.dinova.com](https://apps.dinova.com), [@dinova.com](https://www.dinova.com)**

## DATA FILE ABCs

- 1) Once an admin has been assigned, Dinova will provide your designated admin with a company-specific Excel template to use for uploading your data into the Auto-Enrollment portal.
- 2) Your specific data template will require the following fields for successful cardholder enrollment.

Card Type	Required Fields for CSV File:
Amex or Citibank	<ul style="list-style-type: none"> <li>- Employee Email</li> <li>- First Name</li> <li>- Last Name</li> <li>- Full Credit Card</li> <li>- Unique Identifier (only for Citibank)</li> </ul>
All Other Card Types	<ul style="list-style-type: none"> <li>- Employee Email</li> <li>- First Name</li> <li>- Last Name</li> <li>- Last 4 of Credit Card</li> <li>- Unique Identifier (Employee ID or Email)</li> </ul>

- 3) **IMPORTANT: Prior to uploading your data file in the portal, the admin must save the Excel spreadsheet as a CSV file format in order to file to be uploaded successfully.**

## FAQs

### Who do I contact if I have a question during the uploading process?

A: Please feel free to contact [support@mydinova.com](mailto:support@mydinova.com). Our team will be happy to set up a quick call with you to walk you through the process.

### How do employees know what their username and password is once they have been enrolled?

A: Once cardholders have been enrolled, an email will be sent out to each employee on the list and will include an assigned username which will be their work email address. The employee will then need to click on the “activate account” link on the email in order to proceed with creating their unique password and opting into the program.

**Do registration links provided in opt-in email invitations sent to cardholders expire?**

A: Yes. The registration link included in the invitation email is valid for up to 35 days. If an individual clicks on the activation link after 35 days, they will be directed to a myDinova page with the option to have a new link sent to their email address. As soon as a cardholder requests a registration link, a new invitation email will be sent, enabling them to opt-in and complete the registration process.

**Will employees earn points if they have been enrolled but haven't opted into program?**

A: Employees will be considered "enrolled" and eligible to earn points for any in-network transaction, for a period of 30 days, even if they have not yet opted into the program. After 30 days, any enrolled employee who has not yet opted into the program will not be able to earn points for any transactions that occurred after the 30-day period. Once the user opts into the program, then the user will be eligible to earn points on their account.

**What happens if a cardholder does not complete their enrollment after the initial email invitation is sent?**

A: If a cardholder does not complete their registration upon receipt of the initial myDinova invitation, their email address will be entered into an automated reminder journey. Over a 30-day period, they will receive a series of reminder emails (no more than three) – which will stop either when they opt-in and complete the registration process or when the 30-day timeframe lapses. Each reminder email will include their authentic activation link, encouraging them to complete their account setup for myDinova Rewards.

**How does Dinova securely protect my data when uploading the file into the Auto-Enrollment portal?**

A: Once you've uploaded your data file into the Auto-Enrollment portal, credit card numbers are automatically converted into a one-way non-reversible hash in the browser, using the relevant hash algorithm for your card connection type (typically sha256). Our system appends the cards' last 4 digits to the rows on your CSV file before transmitting the data to the Dinova database.

**What does it mean to use a sha256 hash?**

A: This is a cryptographic computer algorithm that masks a set of data by converting it to a fixed length of random data that is impossible to reverse engineer. This process is used to store and compare sensitive data without identifying what the sensitive data is.

**How does this affect PCI compliance?**

A: In order to award points based on a specific cardholder's in-network dining activities, we need that person's corporate credit card details to be associated with their individual myDinova Rewards profile. Dinova does not store the provided credit card numbers; instead, the number is converted to a unique series of alpha-numeric digits that is encrypted, cannot be reversed, and is used to match in-network dining by Dinova's proprietary back-end system.

**What about GDPR and our employees opting into the program?**

A: Both the Dinova business dining and myDinova Rewards programs are GDPR compliant. We also maintain physical, electronic, and procedural safeguards to protect your personal information.

Dinova secures the personal information you provide on computer servers in a controlled, secured environment, protected from unauthorized access, use or disclosure. For more information about Dinova's privacy policy, please go to <https://www.dinova.com/privacy-policy/>.

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