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(57) Abstract :

The present invention relates to a system (100) and method (300) for creating and managing a loyalty program using digital ledger technology. The system includes a ledger (102), a loyalty program management module, a user interface, a transaction processing module, and a security module. The loyalty program management module defines parameters of the loyalty program, while the user interface enables users to interact with the program. The transaction processing module executes qualifying actions and credits rewards to user accounts, while the security module ensures the integrity and confidentiality of loyalty program data. The system and method are used to create and manage loyalty programs in a secure and efficient manner, using the digital ledger technology such as blockchain.

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