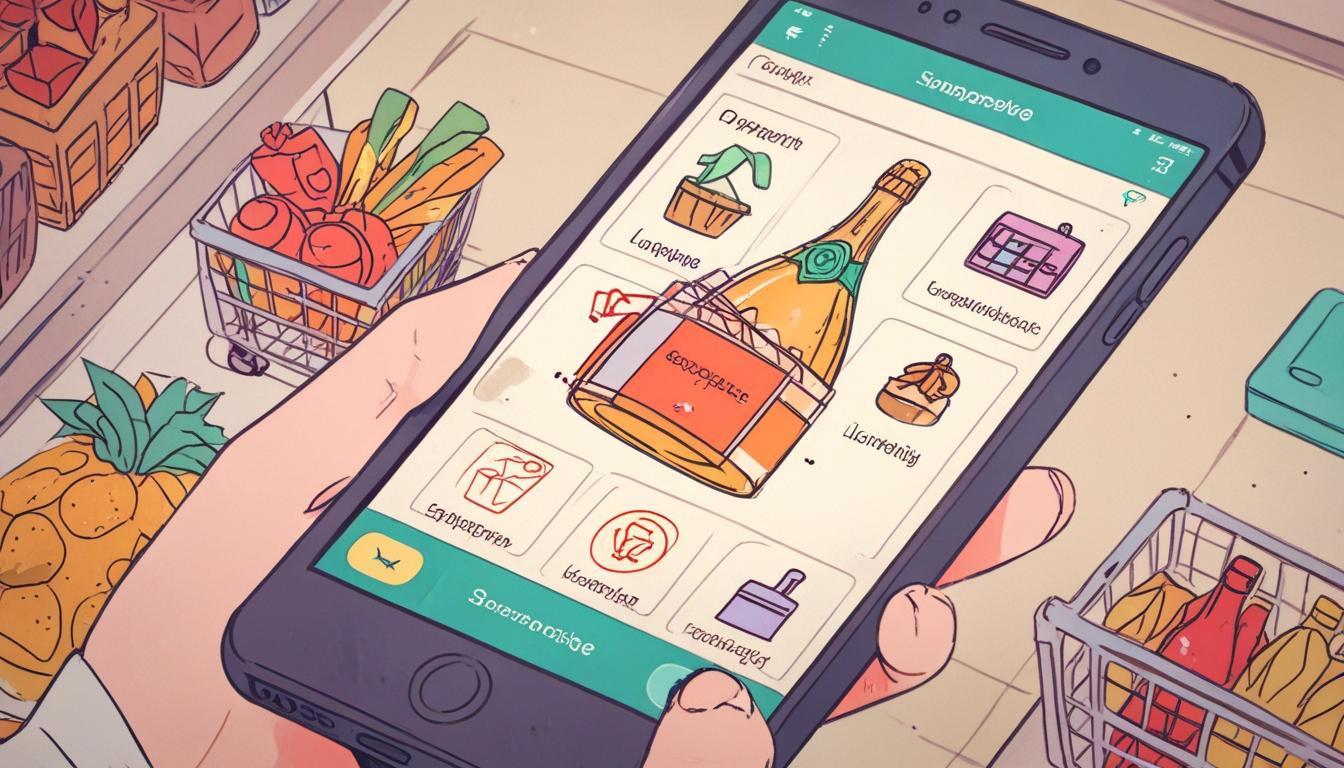
# Tesco Clubcard app emerges as unexpected tool in uncovering infidelity



In an age where technology pervades everyday life, the tools meant for convenience, like supermarket loyalty apps, are now being re-evaluated for their potential role in uncovering infidelity.

Aaron Bond, a private investigator based in London and the founder of Bond Rees, has identified an unexpected source for those suspecting their partner of cheating: supermarket loyalty scheme apps, specifically Tesco's Clubcard. In comments made to *The Mirror*, Bond emphasised that, while most individuals instinctively review text messages or call logs for signs of deceit, 'there are often other signs that can uncover and paint a larger picture'.

The loyalty apps, designed primarily to help customers save money and earn rewards, also record data that could expose hidden truths about a partner's activities. According to Bond, the information contained within these apps includes purchase dates and locations, easily accessible by logging into one’s account. For instance, if a partner asserts they were working late but a check of the Clubcard account reveals a purchase made in a different area, this inconsistency could serve as a significant red flag.

While he notes that Clubcard data may not provide definitive proof of infidelity, it can assist in tracking a partner's purchasing habits and aligning them with their claimed activities. For example, sudden purchases of items like champagne or heart-shaped chocolates could hint at a romantic involvement if such items are not typically bought for the home.

Bond stated that these 'digital signals' can expose discrepancies in a partner's narrative. He recalled a case involving a wife who suspected her husband of infidelity. Upon reviewing his Clubcard activity, she noticed that he had made several purchases in a nearby town, contradicting his claim of working a late shift. Further scrutiny of his purchases revealed luxury skincare products and wine, which led to the discovery that he had been unfaithful for over two years.

Adding depth to the discussion of potential infidelity, psychotherapist Bhavna Raithatha has identified four subtle signs that someone may be engaging in an affair. Raithatha suggests that despite conventional beliefs, cheating partners often exhibit heightened interest in their spouse, fueled by guilt. Additionally, a partner's increased attachment to their phone or a noticeable shift in temperament—becoming irritable, for instance—can indicate emotional distance and detachment linked to infidelity.

Another significant sign discussed by Raithatha is 'gaslighting', where the unfaithful partner may project their guilt onto their spouse, creating an environment of confusion and doubt. According to her, this behaviour not only sows mistrust within the relationship but also manipulates perceptions among mutual acquaintances.

The insights provided by investigators and psychotherapists alike underscore a burgeoning trend where data and technology intersect with personal relationships, revealing potential vulnerabilities and complexities in couples' dynamics. While these tools can provide evidence of inconsistency, the broader implications of such discoveries invite questions about trust, honesty, and the modern relationship landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.reuters.com/business/retail-consumer/uk-watchdog-says-supermarket-loyalty-schemes-offer-genuine-savings-2024-11-27/> - This article discusses the UK Competition and Markets Authority's confirmation that supermarket loyalty schemes, such as Tesco's Clubcard, provide genuine savings for consumers, aligning with the article's mention of Tesco's Clubcard being used to uncover infidelity.
2. <https://www.reuters.com/world/uk/uk-watchdog-little-evidence-supermarkets-loyalty-prices-misleading-shoppers-2024-07-26/> - This piece highlights the UK watchdog's findings that there is little evidence of supermarkets misleading shoppers with loyalty prices, supporting the article's point about the reliability of data from loyalty apps like Tesco's Clubcard.
3. <https://www.bitdefender.com/en-us/blog/hotforsecurity/loyalty-program-fraud-targets-600000-tesco-shopper-accounts> - This article reports on a security incident where fraudulent activity targeted over 600,000 Tesco Clubcard accounts, illustrating the potential misuse of loyalty app data, as mentioned in the article.
4. <https://www.theguardian.com/business/2013/feb/18/tesco-clubcard-accounts-missing-vouchers> - This report details incidents where Tesco Clubcard holders reported missing vouchers due to online fraud, highlighting the vulnerabilities of loyalty app data, as discussed in the article.
5. <https://www.telegraph.co.uk/money/bills/supermarkets-accused-prices-loyalty-card-tesco-sainsburys/> - This article discusses accusations against supermarkets like Tesco for increasing prices before offering discounts to loyalty card members, reflecting concerns about the transparency of loyalty app data usage, as mentioned in the article.
6. <https://www.irishtimes.com/your-money/2024/07/12/shopping-loyalty-cards-is-it-really-worth-sharing-your-intimate-details-with-a-supermarket/> - This piece examines the trade-off between discounts and privacy when using supermarket loyalty cards, supporting the article's discussion on the potential for loyalty apps to reveal personal information, including infidelity.
7. <https://www.dailymail.co.uk/femail/article-14664397/private-investigator-tesco-clubcard-expose-cheating-partners.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data