

The Securities and Exchange Commission has not necessarily reviewed the information in this filing and has not determined if it is accurate and complete.

The reader should not assume that the information is accurate and complete.

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549
 FORM D

Notice of Exempt Offering of Securities

OMB APPROVAL	
OMB Number:	3235-0076
Estimated average burden hours per response:	4.00

1. Issuer's Identity

CIK (Filer ID Number) 0001101215	Previous Names	<input checked="" type="checkbox"/> None	Entity Type
Name of Issuer ALLIANCE DATA SYSTEMS CORP			<input checked="" type="checkbox"/> Corporation
Jurisdiction of Incorporation/Organization DELAWARE			<input type="checkbox"/> Limited Partnership
Year of Incorporation/Organization <input checked="" type="checkbox"/> Over Five Years Ago <input type="checkbox"/> Within Last Five Years (Specify Year) <input type="checkbox"/> Yet to Be Formed			<input type="checkbox"/> Limited Liability Company
			<input type="checkbox"/> General Partnership
			<input type="checkbox"/> Business Trust
			<input type="checkbox"/> Other (Specify)

2. Principal Place of Business and Contact Information

Name of Issuer ALLIANCE DATA SYSTEMS CORP			
Street Address 1 3075 LOYALTY CIRCLE		Street Address 2	
City COLUMBUS	State/Province/Country OHIO	ZIP/PostalCode 43219	Phone Number of Issuer 6147294000

3. Related Persons

Last Name Andretta	First Name Ralph	Middle Name J.
Street Address 1 C/O 3075 Loyalty Circle	Street Address 2	
City Columbus	State/Province/Country OHIO	ZIP/PostalCode 43219
Relationship: <input checked="" type="checkbox"/> Executive Officer <input checked="" type="checkbox"/> Director <input type="checkbox"/> Promoter		

Clarification of Response (if Necessary):

Last Name Horn	First Name Charles	Middle Name
Street Address 1 3075 Loyalty Circle	Street Address 2	
City Columbus	State/Province/Country OHIO	ZIP/PostalCode 43219
Relationship: <input checked="" type="checkbox"/> Executive Officer <input type="checkbox"/> Director <input type="checkbox"/> Promoter		

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
King	Timothy	
Street Address 1	Street Address 2	
3075 Loyalty Circle		
City	State/Province/Country	ZIP/PostalCode
Columbus	OHIO	43219
Relationship: X Executive Officer	Director	Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Motes III	Joseph	L.
Street Address 1	Street Address 2	
7500 Dallas Parkway, Suite 700		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
Relationship: X Executive Officer	Director	Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Chesnut	John Jeffrey	
Street Address 1	Street Address 2	
7500 Dallas Parkway, Suite 700		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
Relationship: X Executive Officer	Director	Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Santillan	Laura	
Street Address 1	Street Address 2	
7500 Dallas Parkway, Suite 700		
City	State/Province/Country	ZIP/PostalCode
Plano	TEXAS	75024
Relationship: X Executive Officer	Director	Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Ballou	Roger	
Street Address 1	Street Address 2	
3075 Loyalty Circle		
City	State/Province/Country	ZIP/PostalCode
Columbus	OHIO	43219
Relationship: Executive Officer X Director	Promoter	

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Gerspach, Jr.	John	C.
Street Address 1	Street Address 2	
3075 Loyalty Circle		
City	State/Province/Country	ZIP/PostalCode
Columbus	OHIO	43219

Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Natarajan	Rajesh	
Street Address 1	Street Address 2	
3075 Loyalty Circle		
City	State/Province/Country	ZIP/PostalCode
Columbus	OHIO	43219

Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Theriault	Timothy	J.
Street Address 1	Street Address 2	
3075 Loyalty Circle		
City	State/Province/Country	ZIP/PostalCode
Columbus	OHIO	43219

Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Tucker	Laurie	A.
Street Address 1	Street Address 2	
3075 Loyalty Circle		
City	State/Province/Country	ZIP/PostalCode
Columbus	OHIO	43219

Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

Last Name	First Name	Middle Name
Turney	Sharen	J.
Street Address 1	Street Address 2	
3075 Loyalty Circle		
City	State/Province/Country	ZIP/PostalCode
Columbus	OHIO	43219

Relationship: Executive Officer X Director Promoter

Clarification of Response (if Necessary):

4. Industry Group

Agriculture	Health Care	Retailing
Banking & Financial Services	Biotechnology	Restaurants
Commercial Banking	Health Insurance	Technology
Insurance	Hospitals & Physicians	Computers
Investing	Pharmaceuticals	Telecommunications
Investment Banking	Other Health Care	Other Technology
Pooled Investment Fund	Manufacturing	Travel
Is the issuer registered as an investment company under	Real Estate	Airlines & Airports
	Commercial	

the Investment Company Act of 1940?
 Yes No
 Other Banking & Financial Services
 Business Services
 Energy
 Coal Mining
 Electric Utilities
 Energy Conservation
 Environmental Services
 Oil & Gas
 Other Energy

Construction
 REITS & Finance
 Residential
 Other Real Estate

Lodging & Conventions
 Tourism & Travel Services
 Other Travel
 Other

5. Issuer Size

Revenue Range	OR	Aggregate Net Asset Value Range
No Revenues		No Aggregate Net Asset Value
\$1 - \$1,000,000		\$1 - \$5,000,000
\$1,000,001 - \$5,000,000		\$5,000,001 - \$25,000,000
\$5,000,001 - \$25,000,000		\$25,000,001 - \$50,000,000
\$25,000,001 - \$100,000,000		\$50,000,001 - \$100,000,000
<input checked="" type="checkbox"/> Over \$100,000,000		Over \$100,000,000
Decline to Disclose		Decline to Disclose
Not Applicable		Not Applicable

6. Federal Exemption(s) and Exclusion(s) Claimed (select all that apply)

	Investment Company Act Section 3(c)	
Rule 504(b)(1) (not (i), (ii) or (iii))	Section 3(c)(1)	Section 3(c)(9)
Rule 504 (b)(1)(i)	Section 3(c)(2)	Section 3(c)(10)
Rule 504 (b)(1)(ii)	Section 3(c)(3)	Section 3(c)(11)
Rule 504 (b)(1)(iii)	Section 3(c)(4)	Section 3(c)(12)
<input checked="" type="checkbox"/> Rule 506(b)	Section 3(c)(5)	Section 3(c)(13)
Rule 506(c)	Section 3(c)(6)	Section 3(c)(14)
Securities Act Section 4(a)(5)	Section 3(c)(7)	

7. Type of Filing

New Notice Date of First Sale 2020-12-03 First Sale Yet to Occur
 Amendment

8. Duration of Offering

Does the Issuer intend this offering to last more than one year? Yes No

9. Type(s) of Securities Offered (select all that apply)

Equity
 Debt
 Option, Warrant or Other Right to Acquire Another Security
 Security to be Acquired Upon Exercise of Option, Warrant or Other Right to Acquire Security

Pooled Investment Fund Interests
 Tenant-in-Common Securities
 Mineral Property Securities
 Other (describe)

10. Business Combination Transaction

Is this offering being made in connection with a business combination transaction, such as a merger, acquisition or exchange offer? Yes No

Clarification of Response (if Necessary):

The Issuer issued 1,903,868 shares of Issuer's common stock in connection with its acquisition of Lon Inc. pursuant to an Agreement and Plan of Merger dated as of October 28, 2020.

11. Minimum Investment

Minimum investment accepted from any outside investor \$0 USD

12. Sales Compensation

Recipient Recipient CRD Number None
(Associated) Broker or Dealer None (Associated) Broker or Dealer CRD Number None

Street Address 1

Street Address 2

City State/Province/Country ZIP/Postal Code

State(s) of Solicitation (select all that apply) Check "All States" or check individual States All States Foreign/non-US

13. Offering and Sales Amounts

Total Offering Amount \$156,992,955 USD or Indefinite

Total Amount Sold \$156,992,955 USD

Total Remaining to be Sold \$0 USD or Indefinite

Clarification of Response (if Necessary):

* 1,903,868 shares of Issuer's common stock, multiplied by \$82.46 (closing price on date of first sale)

14. Investors

Select if securities in the offering have been or may be sold to persons who do not qualify as accredited investors, and enter the number of such non-accredited investors who already have invested in the offering.

Regardless of whether securities in the offering have been or may be sold to persons who do not qualify as accredited investors, enter the total number of investors who already have invested in the offering:

111

15. Sales Commissions & Finder's Fees Expenses

Provide separately the amounts of sales commissions and finders fees expenses, if any. If the amount of an expenditure is not known, provide an estimate and check the box next to the amount.

Sales Commissions \$0 USD Estimate

Finders' Fees \$0 USD Estimate

Clarification of Response (if Necessary):

16. Use of Proceeds

Provide the amount of the gross proceeds of the offering that has been or is proposed to be used for payments to any of the persons required to be named as executive officers, directors or promoters in response to Item 3 above. If the amount is unknown, provide an estimate and check the box next to the amount.

\$0 USD Estimate

Clarification of Response (if Necessary):

Signature and Submission

Please verify the information you have entered and review the Terms of Submission below before signing and clicking SUBMIT below to file this notice.

Terms of Submission

In submitting this notice, each issuer named above is:

- Notifying the SEC and/or each State in which this notice is filed of the offering of securities described and undertaking to furnish them, upon written request, in the accordance with applicable law, the information furnished to offerees.*
- Irrevocably appointing each of the Secretary of the SEC and, the Securities Administrator or other legally designated officer of the State in which the issuer maintains its principal place of business and any State in which this notice is filed, as its agents for service of process, and agreeing that these persons may accept service on its behalf, of any notice, process or pleading, and further agreeing that such service may be made by registered or certified mail, in any Federal or state action, administrative proceeding, or arbitration brought against the issuer in any place subject to the jurisdiction of the United States, if the action, proceeding or arbitration (a) arises out of any activity in connection with the offering of securities that is the subject of this notice, and (b) is founded, directly or indirectly, upon the provisions of: (i) the Securities Act of 1933, the Securities Exchange Act of 1934, the Trust Indenture Act of 1939, the Investment Company Act of 1940, or the Investment Advisers Act of 1940, or any rule or regulation under any of these statutes, or (ii) the laws of the State in which the issuer maintains its principal place of business or any State in which this notice is filed.
- Certifying that, if the issuer is claiming a Regulation D exemption for the offering, the issuer is not disqualified from relying on Rule 504 or Rule 506 for one of the reasons stated in Rule 504(b)(3) or Rule 506(d).

Each Issuer identified above has read this notice, knows the contents to be true, and has duly caused this notice to be signed on its behalf by the undersigned duly authorized person.

For signature, type in the signer's name or other letters or characters adopted or authorized as the signer's signature.

Issuer	Signature	Name of Signer	Title	Date
ALLIANCE DATA SYSTEMS CORP	/s/ Joseph L. Motes III	Joseph L. Motes III	Secretary	2020-12-18

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

* This undertaking does not affect any limits Section 102(a) of the National Securities Markets Improvement Act of 1996 ("NSMIA") [Pub. L. No. 104-290, 110 Stat. 3416 (Oct. 11, 1996)] imposes on the ability of States to require information. As a result, if the securities that are the subject of this Form D are "covered securities" for purposes of NSMIA, whether in all instances or due to the nature of the offering that is the subject of this Form D, States cannot routinely require offering materials under this undertaking or otherwise and can require offering materials only to the extent NSMIA permits them to do so under NSMIA's preservation of their anti-fraud authority.
