

## BLU TRIBE PROGRAM: TERMS AND CONDITIONS

### DURATION:

**Points collection:** from 01.12.22 to 30.11.2024

**Discount voucher request:** from 01.12.2022 to 30.11.2024

**Discount voucher use:** within 30.11.2024

**PARTICIPANTS:** all Blu Hotels guests of legal age all people of legal age who already subscribed to the Blu Tribe loyalty program and all new customers subscribing to said program during the promotional activity's validity can take part to this activity.

Customers are going to be subdivided in 3 categories with the following characteristics:

- **Blu Tribe Platinum:** this category refers to
  - all customers who have stayed in Blu Hotels properties spending at least € 9.000,00 during the last program.

Blu Tribe Platinum guests are going to receive a once-only bonus of 100 Blu Tribe complimentary points.

- **Blu Tribe Gold:** this category refers to
  - all customers who have stayed in Blu Hotels properties spending between € 2.000,00 and € 8.999,00 during the last program.

Blu Tribe Gold guests are going to receive a once-only bonus of 50 Blu Tribe complimentary points.

- **Blu Tribe Silver:** this category refers to
  - a) all customers who have stayed in Blu Hotels properties spending between € 1,00 and 1.999,00 during the last program, or
  - b) all customers who, regardless of which category they belong to, confirmed no reservation during the last program, therefore resulting as inactive users subscribed to the program, or
  - c) customers subscribing to the Blu Tribe loyalty program during the period of validity.

Blu Tribe Silver guests are going to receive a once-only bonus of 25 Blu Tribe complimentary points.

All Blu Tribe Platinum and Blu Tribe Gold customers resulting inactive (meaning who never made a reservation during the whole loyalty program's validity) are going to be placed in the Blu Tribe Silver category at the end of the program.

### REGISTRATION CONDITIONS TO THE BLU TRIBE LOYALTY PROGRAM FOR NEW CUSTOMERS (NOT REGISTERED YET)

All new Customers of legal age are able to subscribe to the Blu Tribe Loyalty Program and take part to the present activity.

Subscription is completely free and does not require the purchase of any good or service.

By subscribing, the customer accepts the terms and conditions herein reported and automatically accepts the participation to all the contest (completely free-of-charge) organized by Blu Hotels during the validity of this Regulation and dedicated to all Blu Tribe registered members.

Customers wishing to subscribe may choose between:

- ▶ Connecting to [www.bluhotels.it](http://www.bluhotels.it) and visiting the Blu Tribe page, filling out the provided form in the mandatory fields.
- ▶ Clicking on the link under the heading of 'Blu Tribe' in the booking offer or in the booking confirmation, which the customers receive via mail from the Booking Department.

Every registration is nominative and requires the member of legal age to provide their personal data and promptly notify any changes by writing to e-mail address: [clienti@bluhotels.it](mailto:clienti@bluhotels.it).

The customer guarantees the accuracy of all information provided to Blu Hotels as the only person responsible for such accuracy.

It is not possible to register any third part to the program, under penalty of having the registration cancelled. If the third part earned any points, they will be reset.

## **TRIBE CODE ASSIGNMENT AND ASSEGNAZIONE CODICE TRIBE AND PROGRAMME ACCESS CODES**

### *New Customers*

Once the registration is carried out, the new customer is going to receive a confirmation e-mail to the provided e-mail address, including:

an identification code: Blu Tribe code (eight-digit numerical code), which the customer shall always indicate during the reservation process and when undertaking the check-in at the hotel.

Access codes to the reserved area on the website: username and password to access the reserved area on the website sul sito [www.bluhotels.it](http://www.bluhotels.it), the Blu Tribe area.

## **COLLECTING BLU TRIBE POINTS**

Customers are able to collect n.1 Blu Tribe point for every €10,00 paid for the only stay in A Blu Hotels properties accredited to the promotional activity (the updated list can be found on the Blu Hotels website, in the Blu Tribe dedicated area), signalling when booking to be a Blu Tribe subscriber. This needs to be specified when booking via the Blu Hotels reservation centre or by inserting the Blu Tribe code in the proper field while booking online.

Non-direct bookings do not provide the right to accumulate points, in detail:

bookings made through portals (e.g. Booking.com, Expedia, Secret escape ecc.)

bookings reserved through the purchase of coupons (e.g. Groupon, Secret Escapes, Smart Box, ecc.)

bookings reserved through Tour Operators

bookings made through Travel Agencies which did not indicate by e-mail the customer's registration in the Blu Tribe programme at the time of booking.

Only expenses related to the stay alone will entitle the client to accumulate points, so subscription fees, club cards, beach, any airline/boat ticket costs and any extras to be paid directly at the hotel will not count towards points.

To collect points, customers must already be registered in the Blu Tribe Programme before checking out.

In the case of a booking relating to multiple rooms, only the expense related to the room the Blu Tribe member is staying in will allow them to accumulate points.

The points shall be effectively accumulated and credited to the customer's account once the customer has completed the booked stay at the hotel accredited to the promotional activity, and may then use these points from the next booking for a stay.

In order to accumulate Blu Tribe points, the customer must confirm their reservation directly with Blu Hotels, through the booking department at the number (+39) 0365 44 11 00, at the e-mail address [booking@bluhotels.it](mailto:booking@bluhotels.it) or through the website [www.bluhotels.it](http://www.bluhotels.it). and indicate their Blu Tribe code to the operator or in the corresponding field on the website if the reservation is made online.

Customers can also accumulate points by booking their stay through retail travel agencies that purchase the stay directly from Blu Hotels and that point out that the customer is registered in the Blu Tribe programme at the time of booking by e-mail.

The points accumulated by each customer are personal and may not be transferred to third parties, accumulated with those of other customers (family members or not) or transferred to different accounts.

Each customer may only register once in the Blu Tribe Programme and may only have one active Blu Tribe points account.

Customers subscribing to the Programme in the period from 01.12.22 to 30.11.2024 will be awarded 25 points on a one-off basis, only and exclusively at the time of registration.

#### **POSSIBLE ACTIVITIES THAT MAY CONTRIBUTE TO THE ACCUMULATION OF POINTS**

During the promotional activity, Blu Hotels retains the right to propose new activities to customers so that they can increase the number of Blu Tribe points in the event of subscription.

Customers can log on to [www.bluhotels.it](http://www.bluhotels.it), in the Blu Tribe area, to be informed about any activated initiatives.

## VOUCHER DETAILS AND MINIMUM THRESHOLD REQUIRED FOR ISSUING VOUCHERS

The minimum threshold of points for claiming Vouchers is 200 definitive points.

Unused voucher points are lost.

Required threshold	Vouchers	Voucher details
At least 200 points matured and definitive	Drinks Discount Voucher of € 50 - € 100	from € 50.00 and € 100.00. Only customers who have reached the minimum threshold of the 200 final points can request up to a maximum value of € 100.00 in Drink Discount Vouchers for each individual booking. These vouchers will be valid as a total or partial balance of the extras relating exclusively to drinks, so other types of consumption will not be included.
At least 500 points matured and definitive	Stay Discount Voucher of €500,00	When the minimum threshold of 500 definitive Blu Tribe points is reached, the customer may request a Stay Discount Voucher for a value of €500.00. A Stay Discount Voucher worth €500 can only be redeemed together with the booking request and can only be deducted from it. The customer may pay for a part or the entire stay with Blu Tribe points. However, this does not include booking fees, subscription fees and all extras to be settled on site which cannot be paid for with Blu Tribe points. The maximum value of the Stay Discount Voucher issue is €500 per booking.

## **VOUCHER APPLICATION PROCEDURE**

- **Vouchers cannot be cumulated for the same booking**
- The "Drink Discount Vouchers" and "Stay Discount Vouchers" can only be requested to the Blu Tribe office and Blu Hotels Booking office when a reservation is confirmed and will be deducted/credited from the reservation being requested.
- Only the holder of the Blu Tribe account may apply for Vouchers. The requested Vouchers may only be used for stays booked by the Blu Tribe holder and not for stays in the name of third parties.
- Any adult children staying in separate rooms have to register in the Blu Tribe programme in order to accumulate points.
- Reservations involving the use of vouchers such as the Stay Discount Voucher or the Drink Discount Voucher can only be made through the Blu Hotels Booking office.

## **POSSIBLE RELATED ACTIVITIES TO SCALE POINTS**

Blu Hotels retains the right to propose temporary promotional activities to customers during the promotional activity.

Every Blu Tribe customer may use their points, and thus request them to be deducted from their Blu Tribe account, by participating to the following possible activities:

- Possible points exchange with other promotional activities of Blu Hotels' partners.
- Possible temporary promotional activities, which shall be communicated on the website [www.bluhotels.it](http://www.bluhotels.it) or by Newsletter, which provide for the possibility of using points with dedicated thresholds of use.

## **CONDITIONS FOR THE USE OF VOUCHERS.**

- The customer must reach the minimum threshold of 200 points in order to claim the Voucher.
- In the case of a Stay Discount Voucher, if the customer does not use the full value of the definitive points in their possession, they will then have to wait until they reach the threshold of 500 points again to request another Stay Discount Voucher.
- In the event of a Consumption Discount Voucher being used, the value of any unused points cannot be recovered.
- The Stay Discount Voucher is considered to have been definitively used at the time of booking. In the event of cancellation of the stay, therefore, no points will be reimbursed or credited - not even in part - and the penalty percentage stipulated for cancellations will only be applied to the portion of the reservation paid in cash, if any.
- The customer may request the Stay Discount Voucher to pay for part or all of the value of the stay, but services different from the stay, such as air or boat tickets, subscription fees, club cards and any extras to be paid on site, which must always be paid separately, cannot be converted into Blu Tribe Points.
- Points cannot be negotiated or converted into cash.

## **RECOGNISED BENEFITS**

Blu Hotels reserves the right to recognise Benefits for Blu Tribe Clients in each of the three categories. These Benefits are explained to the Customers in their reserved areas or by newsletter.

## **OTHER CONDITIONS**

- The Blu Hotels Company reserves the right to extend the term of this activity. In the event of an extension, the new terms for accumulating points, requesting Vouchers and using Vouchers will be communicated, as well as the new membership thresholds based on the characteristics established at the end of this activity.
- At the end of this activity, all points cumulated by each Customer and not used within the aforementioned terms are to be reset to zero.

## **PERSONAL DATA PROCESSING CONDITIONS**

Blu Tribe customers may view the full text of the Privacy Policy on [www.bluhotels.it](http://www.bluhotels.it).

By subscribing to Blu Tribe and accepting these regulations, the subscriber accepts that his or her data may be made accessible for purposes related to these regulations (including participating in and managing any competitions organised and reserved for Blu Tribe clients):

- to employees and collaborators of the Owner, in their quality as data processors and/or data controllers and/or system administrators. All the appointed subjects shall exclusively carry out the processing operations, on behalf of the Owner and/or the person in charge, within the limits, with the forms and according to the methods expressly indicated in the respective acts of appointment.
- to third-party companies or other entities (by way of example, professional firms, consultants, insurance companies, service companies, etc.) which perform outsourcing activities on behalf of the Controller, in their capacity as external data processors.