



## TERMS AND CONDITIONS OF THE BEBLUE LOYALTY PROGRAMME



### OBJECTIVE OF THE PROGRAMME

The objective of the BeBlue loyalty programme is to offer its members discounts on the best available rate in our direct sales channels and other benefits.

The different levels of the programme aim to reward members who stay more frequently in our hotels, based on the number of bookings they make through portbluehotels.com, our call centre or the booking departments of our hotels.

PortBlue Hotel Group will process the information provided by users in order to provide the services requested, assign users to their corresponding programme level, and generally manage the programme. Sending promotions and marketing messages for PortBlue products also forms part of the objective of optimising our active communication with our customers. Participating in the programme therefore implies consent to receiving marketing messages. The data provided will be stored for as long as there is a commercial relationship or for as long as required to comply with legal obligations.

As the company that owns the programme, PortBlue Hotel Group reserves the right to withdraw membership and demand any pertinent responsibilities from BeBlue members who make improper or fraudulent use of the programme or who fail to comply with the rules and procedures in these terms and conditions.

### MEMBERS AND ADMISSIBILITY

- a) Anyone over 18 years of age can request free membership of the BeBlue programme by filling out the online form.
- b) All the mandatory fields must be completed to register for the programme.
- c) Registration will be completed on receipt of a confirmation email with a welcome to the programme as a new BeBlue member.
- d) Registration and subscription to the programme are free of charge.
- e) Any single individual may register only once in the programme.
- f) Bookings can only be assigned to one individual member of the programme, as the booker and guest.
- g) BeBlue discounts and benefits will apply to bookings made through our direct sales channels.
- h) The loyalty programme does not have an expiry date.
- i) Once registration is completed, new BeBlue members will remain permanently in the programme at least at its initial level unless they explicitly unsubscribe by sending a request by email to [marketing@portblue.com](mailto:marketing@portblue.com).
- j) The member, booker and guest is the only person who can benefit from the discounts and programme benefits (except benefits or services that are offered for the entire booking and all the people included in the booking.)
- k) Discounts and benefits cannot be transferred to any other person, regardless of whether or not they are members of the programme.
- l) Bookings for consecutive dates are not admissible in programme calculations. The departure date of one booking cannot coincide with the arrival date of another. There must be a minimum of 7 days between them.
- m) Bookings already made by BeBlue members through our website and call centre since January 1, 2019, are considered valid for programme calculation purposes. After the launch of the new loyalty programme and its different levels, BeBlue bookings made directly with our hotels will also be added to calculations.
- n) Travel agency bookings are not valid for the programme.

o) The benefits and conditions offered by the BeBlue programme may be modified at any time without prior written notice.

p) We reserve the right to vary the valid booking channels without prior notice.

q) Hotel Spa Ciudad de Astorga by PortBlue Boutique, Villas Can Seixanta and Can Guillem Bet: do not have the benefits associated with the Beblue program.

#### **PROGRAMME LEVELS**

**BeFriend:** The initial level of our loyalty programme. Members with less than two direct bookings with us will join this level. BeBlue benefits will be applied to the first booking provided the customer was registered as a member before making the booking and also identified themselves as a member when booking.

**BeFan:** This is the second level of our loyalty programme. This level is for members who have made between 2 and 5 direct bookings and stays since the launch of the programme through the website, call centre or directly with the hotel.

**BeLover:** This is the third level of our loyalty programme. This level is for BeBlue members who have made more than 5 bookings since the launch of the programme through the website, call centre or directly with the hotel.

#### **BENEFITS**

##### **BeFriend:**

- 5% discount on bookings made through direct channels
- Welcome gift
- Birthday greeting and discount
- Free Ocean Spa & Wellness (in selected hotels)
- Exclusive and early-booking offers

##### **BeFan:**

- 10% discount on bookings made through direct channels
- Welcome gift
- Birthday greeting and discount
- Free Ocean Spa & Wellness (in all our hotels)
- Exclusive and early-booking offers

##### **BeLover:**

- 15% discount on bookings made through direct channels
- Welcome gift
- Birthday greeting and discount
- Free Ocean Spa & Wellness (in all our hotels)
- Exclusive and early-booking offers
- Upgrade and late check-out (subject to availability)

#### **DATA PROTECTION AND MODIFICATION**

BeBlue Members agree to the processing of their personal data with the scope and under the terms indicated in our privacy policy: <https://www.portbluehotels.com/en/privacy-policy/>

The policy provides members with information on how to exercise their rights of access, deletion, limitation and rectification of their personal data, as well as opposition to its processing and portability.