

## **Terms and Conditions of the Friends of Puro Loyalty Programme**

### **Introduction**

The Programme's Terms and Conditions state the terms and conditions applicable to PURO GROUP's Friends of Puro Loyalty Programme (Purobeach programme), administered by PURO GROUP EUROPE, S.L.U. In these Programme Terms, "client" refers to the person who has successfully registered for the Loyalty Programme. By registering for the Loyalty Programme, you agree to these Terms, as well as our PRIVACY POLICY, available at -- You also agree that PUROGROUP EUROPE, S.L.U. may change these terms at any time without notice, including if they affect current or future rewards or benefits derived from the Loyalty Programme, and that this Programme may be terminated at any time, in which case no liability or compensation will be provided to registered users.

### **Eligibility**

Any person who has purchased a PUROGROUP EUROPE, S.L.U. product, reservation or service from 1<sup>st</sup> April 2022 onwards is eligible to enrol in the Programme. To do so, you must register through our website:

[https://www.purobeach.com/static/pdf/legal\\_en.pdf](https://www.purobeach.com/static/pdf/legal_en.pdf)

You agree that proof of purchase may be required for the validation of benefits, so that benefits can be used after use of the product / reservation / service. All benefits may be withdrawn if you do not provide valid proof of a legitimate purchase.

<https://www.purobeach.com/en/>

<https://www.purohotel.com/en/boutique-hotel-palma/>

### **Marketing and Communications**

You agree and give PUROGROUP EUROPE, S.L.U. permission to send you relevant emails including, but not limited to, information about the Loyalty Programme, promotional offers for new or existing products and updates related to your registration in the Programme.

You can unsubscribe from our mailing list through your personal Friends of Puro area.

### **We protect your personal data and privacy**

Any information you provide when registering for the Friends of Puro Loyalty Programme, as well as information collected while your registration is active (including, but not limited to, your order history, email communications or behavioural statistics), will be stored so that you can enjoy the benefits of the PUROGROUP EUROPE, S.L.U. Loyalty Programme. In addition, you agree that this information may

be shared with outside parties (such as software used for Loyalty Programme benefits). Under no circumstances will this information be sold to third parties.

## **Loyalty Programme Specifications**

### **FRIENDS OF PURO**

When you join the Loyalty Programme, you will receive a number of privileges for being part of Friends of Puro and you will be listed in the first tier. By fulfilling certain actions (specified below) you will be awarded a series of points that will allow you to move up to the next tier and gain access to more and/or better benefits. Similarly, failure to fulfil any of these actions during a full calendar year may result in the immediate loss of points and may result in a downgrade if you are in a tier higher than the first.

### **The 3 tiers of the Loyalty Programme are:**

1. Friend of Puro (from 0 to 4,999 points).
2. Traveller (from 5,000 to 9,999 points).
3. Nomad (10,000 points or more).

### **Actions to obtain points:**

1. After purchasing or enjoying any of our products or services through our website or in one of our centres.
2. By making a donation to an association selected by Puro Group.
3. By recommending a friend to join the Loyalty Programme.
4. By visiting a Puro centre that is not your usual one.

**Purobeach advantages**, applicable to all Purobeach centres (Group's own and franchises):

<b>ADVANTAGES OF PUROBEACH</b> PLANS FRIENDS OF PURO	<b>FRIEND OF PURO</b>	<b>TRAVELLER</b>	<b>NOMAD</b>
▶ SPECIAL BIRTHDAY PROMOTION Discount Puro Experiences	<b>20% Experiences</b>	<b>20% Experiences</b>	<b>50% Experience</b>
▶ EXCLUSIVE OFFERS	✓	✓	✓
▶ FREE CANCELLATION Direct bookings on best available rate (not offers)	—	✓	✓
▶ INVITATION TO FOP ANNUAL PARTY	—	✓	✓
▶ HOUSE EVENTS GUEST LIST PRIORITY	—	—	✓
▶ PRIVATE EVENTS 10 % DISCOUNT	—	<b>10%</b>	<b>10%</b>
▶ CUSTOMIZED WELCOME	—	<b>+cava</b>	<b>+cava +fruit +manager greeting</b>
▶ SUNBED / TABLE PREFERENCE (under availability)	—	✓	✓
▶ UPGRADE (under availability)	—	—	✓
▶ OPENING EVENT FREE ENTRANCE	—	—	✓
▶ SEASON WELCOME SUNBED DISCOUNT (first year visit)	<b>10% Sunbed</b>	—	—

## Puro Hotels:

	FRIEND OF PURO	TRAVELLER	NOMAD
▶ ROOM UPGRADE - PURO HOTELS (under availability)	—	—	✓
▶ SEVENTH NIGHT FREE - PURO HOTELS (under availability)	—	✓	✓
▶ COURTESY MINIBAR - PURO HOTELS	—	✓	✓
▶ TRANSFER FREE HOTEL - PUROBEACH - PURO HOTELS	—	✓	✓
▶ EARLY CHECK-IN - PURO HOTELS (under availability)	✓	✓	✓
▶ LATE CHECK-OUT - PURO HOTELS (under availability)	—	14h	16h

You accept that these values may change (even retroactively) at any time without prior notice.

### Termination of the Programme

#### By the user

You can cancel your subscription to the Loyalty Programme at any time via your personal Friends of Puro area. In case you wish to keep your account, but want to stop receiving email notifications, you can unsubscribe from our mailing list through your personal Friends of Puro area.

#### By the company

PUROGROUP EUROPE, S.L.U. may terminate this Loyalty Programme at any time at its discretion, in which case no liability or compensation will be offered to registered users.