

# HUNGUEST LOYALTY PROGRAM

## GENERAL TERMS AND CONDITIONS

Valid from June 18, 2024

The Customer Card Program of Hunguest (hereinafter: Customer Card Program) includes all the hotels in Hungary and abroad belonging to the Hunguest chain but applies only if the company's own hotel (catering, other) services are booked and used **directly** at the hotel and paid on site.

Hunguest Customer Cards are issued by Hunguest Zrt. (1015 Budapest, Váci u. 38. hereinafter: Hunguest)

### I. REQUESTING A CARD

Hunguest Personal Customer Cards (hereinafter "Customer Cards") may be owned by any Hungarian or foreign national (hereinafter "guest"):

- who has not had a Customer Card yet
- who completes the Application Form, (you can obtain the Application Form at the reception desks of Hunguest's hotels, at the Regular Customer Centre of Hunguest (hereinafter: "Regular Customer Centre") or from our website at <http://www.hunguesthotels.hu>)
- Frequent guest membership is active from the date of submission of the Application Form

### II. COMMON RULES OF HUNGUEST PERSONAL AND VIP CUSTOMER CARDS

**Hunguest** undertakes to produce all Customer Cards within 30 days after it has received the Guest's Application Form.

The Customer Card will be sent by registered mail to the address provided in the Application Form or can be collected personally at the place specified in the Application Form.

A common feature of all Hunguest Personal Customer Cards and VIP Customer Cards is that they are eligible for credit points and/or percentage discounts only if hotel services are ordered **DIRECTLY**.

Whether provided as points or as percentages, the discounts can be used with all cards for up to two rooms or one apartment, or for hotel services to be used by guests staying in two rooms or one apartment.

Any discount on two rooms or one apartment is only possible with the advance booking of those two rooms or that one apartment and written confirmation of the reservation of those two rooms or that one apartment, provided the invoice is issued to the name of the cardholder and the cardholder is present for the whole duration of the booked stay. Personal and VIP Customer Cards can be used only to the specific rooms or apartments (maximum 2 rooms or maximum 1 apartment) indicated in the confirmation of booking. If a regular customer wishes to use discount or points for two rooms, this must be indicated in advance at the time of booking and the cardholder must stay at the hotel for the whole duration of the booked stay.

In the absence of preliminary booking to the cardholder's name confirmed in writing, discount may be used, or points collected only for one room. (The preliminary booking must also indicate who will use the second room, i.e. the one which is not used by the cardholder, for up to the same period as the cardholder's stay.)

For services without a room or apartment reservation (e.g. using catering, health, wellness or sports services, etc. not as a hotel guest), a card can be discounted and points can be credited for up to a maximum of 10 persons, and the cardholder must be present for the whole duration of such

services. The hotel will provide the above services only on prior booking and to the extent confirmed by the hotel.

Points can be earned, or percentage discounts can be used exclusively in respect of the hotel's OWN services including accommodation, catering services (restaurant, drink bar, mini bar etc.) and other in-house services (e.g. own fitness or wellness section).

No points or discounts are available for services leased by the hotel and provided by an external service provider, as well as for tobacco products, tourist tax (IFA) and, if applicable, for some of the in-house services specified in the special offers of the individual hotels, except for the following spa entrants:

- Büki Gyógy- és Élményfürdő (Hunguest Bük)
- Gyulai Várfürdő (Hunguest Gyula)
- Hungarospa Fürdőkomplexum (Hunguest Hotel Aqua-Sol)
- Aquarius élmény – és parkfürdő (Hunguest Hotel Sóstó)
- Zalakaros Fürdő (Hunguest Hotel Freya)

The range of (some of the own and all third-party) services and products that are not eligible for credit points or a percentage discount in the case of a VIP Card varies from hotel to hotel. Find more information about these at the reception of each hotel.

For non-hotel guests, it is not possible to earn points for entering the Hotel Aquarell playhouse in Cegléd and for consumption at the Aqua Beach Bar in Balatonalmádi.

These services of the individual hotels are available on our website:

[www.hunguesthotels.hu/hu/kozvetített\\_szolgáltatások/](http://www.hunguesthotels.hu/hu/kozvetített_szolgáltatások/)

After receiving the Personal Customer Card, no credit points or, in the case of VIP Customer Cards, no percentage discount can be claimed subsequently.

In case of room or apartment reservation, points will be credited, and credit points and percentage discounts can be used only with respect to services used by guests staying in the rooms or the apartment concerned and only if the invoice is issued to the cardholder's name and the cardholder is present at all times.

In case of services used without a room or apartment reservation, points will be credited, and credit points and percentage discounts can be used only if the invoice is issued to the cardholder's name and the cardholder is present at all times.

Customer Cards are registered to the holder's name; accordingly, one single guest may have only one card and Customer Cards may be owned by private individuals only. Customer Cards may not be transferred or inherited. It is not possible to aggregate the points of different Customer Cards.

The serial numbered chip cards are safe and have a signature field on their backside. In order to prevent unauthorised use, every card has a four-digit PIN (Personal Identification Number) code. Any misuse of the Personal or VIP Customer Card or reasonable suspicion of such misuse by the issuer may give rise to the withdrawal of the Customer Card and the cancellation of discounts.

### **Using the Cards**

Upon payment of the hotel invoice, the Customer Card must be presented to the reception staff. Knowing the PIN code and presenting the Customer Card are necessary for using the Customer Card (by swiping the card on the POS terminal).

If you find that the PIN code is missing during your stay, you can request a replacement PIN at the hotel reception.

### III. PERSONAL CUSTOMER CARD

#### **Collecting points:**

Upon the Guest's request - i.e. if they choose the POINT EARNING option -, 10% of the gross amount of the invoice calculated according to the then effective price list, except for hotel services excluded from the point earning program, will be credited to the Personal Customer Card as bonus points. Points will be credited to the Guest also in respect of the exclusive offers of Hunguest unless it is expressly excluded in the exclusive offer.

**Points will be credited only if the invoice is issued to the cardholder's name and the cardholder is always present.**

The points so earned can be used the next time you use our hotel services for getting a certain discount in HUF/EUR from the price, also subject to the conditions of using credit points.

If bonus points are redeemed based on an invoice issued in euro or the points credited on the card are to be used as a discount from the amount invoiced in EUR, the currently applicable standard exchange rate is **400 HUF/EUR**. This exchange rate may be reviewed periodically and adjusted in the event of a significant and permanent change in the exchange rate. Please, check with our hotels for the current exchange rate.

The points credited to the Personal Customer Card entitle you to a HUF/EUR DISCOUNT or, if you continue to collect the points, these points may create the basis for a HIGHER PERCENTAGE DISCOUNT in the form of favourable-term VIP Card packages.

As a regular guest, you can earn credit points during their very first holiday because they become entitled to collect points after paying the card issue fee. The only condition is that you have to hold a Personal Customer Card that you applied before or during your holiday or latest on the last day of using our hotel service.

At your request, the Hunguest Regular Customer Centre will credit the points earned on the services used from the date of application of the card issue to the date of receipt of the card on the basis of the invoice which entitles you to credit points. You can only collect points, i.e. you cannot use the points collected on your Card until you actually receive the Card.

No points are credited in respect of "earlier" invoices that do not meet the above conditions. If the application date of the card is a later date than that of a given invoice or of your departure, no point may be credited.

Once you have collected your card, no subsequent claims are accepted for credit points. Therefore, please make sure you bring the card and the PIN with you during your travel and tell the reception desk that you want to use your card before issuing the invoice.

#### **Using credit points:**

You can use the points accumulated on your Personal Customer Card before using the given hotel service as a HUF/EUR discount from up to 50% of the gross invoiced amount calculated on the basis of the then effective price list (1 HUF = 1 point and 1 EUR = 400 points) for the payment of the current invoice at any time. Accordingly, points credited for the invoice of a given holiday can be used earliest for the settlement of the invoice of the next holiday.

Points and percentage discounts can be used only if the invoice is issued to the cardholder's name and the cardholder is always present.

Points are automatically credited even if points are used for payment but in this case, regardless of the number of points used for payment, the points credited are equal to 10% of only 50% of the gross invoice amount. It means that it is worth collecting points until they are enough to cover 50% of the invoice because this is the best way of collecting points and using the corresponding discount.

No additional points are credited in respect of amounts paid using the credit points previously accumulated on the Personal Customer Card.

If it is proved that a Customer Card was credited contrary to the rules, then Hunguest will cancel the points so credited.

#### **TERMINATION OF THE CUSTOMER PROGRAM MEMBERSHIP:**

Hunguest terminates membership in the Frequent Guest Program if the Frequent Guest:

- violates the General Terms and Conditions of the Hunguest Loyalty Program,
- requests in writing the termination of the Frequent Guest status at [torzsvendegcentrum@hunguesthotels.hu](mailto:torzsvendegcentrum@hunguesthotels.hu) e-mail address
- **there is no transaction on the customer card within 3 years from the date of its issuance or the date of the last transaction**, involving the point balance, i.e. prescribing or redeeming points with the card,
- no longer consent to the processing of your personal data,
- membership in the Loyalty Program is terminated for any other reason.

If the Hunguest Frequent Guest Program Individual or VIP membership is terminated due to the reasons listed here, the points earned will be deleted together with the membership, the Frequent Guest Cards will be deactivated, and personal data will be permanently deleted. Re-entry into the loyalty program is only possible with a new registration as described in point I.

#### **IV. FAVOURABLE TERM VIP CARD PACKAGES**

If a certain number of points have been accumulated on the Personal Customer Card, the cardholder may decide to apply for a favourable-term VIP card package that provides a percentage discount. The completed VIP Card will be mailed with zero points credited on it.

Conditions for the application: receipt of the completed application form, an identity card and the old Customer Card (on which the points collected will be reset).

VIP Customer Card packages may be applied for only on a step-by-step basis, e.g. Diamond Cards are only available to guests who previously held a Gold Card.

Upon the guest's request (subject to completing an Application Form) a Customer Card:

- accumulating 150,000 points will be upgraded to an Executive Card Package which provides 20 % discount from the gross price of every in-house service provided by every member of the Hunguest chain.
- accumulating 400,000 points will be upgraded to a Gold Card Package which provides 40% discount from the gross price of the bed and breakfast and 20 % discount from the gross price of every in-house service provided by every member of the Hunguest chain.
- accumulating 1,000,000 points will be upgraded to a Diamond Card Package which provides 65% discount from the gross price of the bed and breakfast and 50% discount from the gross price of every in-house service provided by every member of the Hunguest chain.

The continuously accumulated points may not be used as HUF discount in addition to the percentage discounts provided by the various VIP Customer Card packages.

When using the card (i.e. upon payment), the Guest's VIP card will be automatically credited with points equal to 10% of the invoice amount less any discounts (i.e. the payable amount).

Each VIP Customer Card providing extra percentage discount is valid for 12 months (of which 30 days are reserved for producing the card), and its expiry date is stored on the chip. The starting date

of the validity period is the day on which the guest's Application Form has been received by the Hunguest Regular Customer Centre. VIP Customer Cards offering a percentage discount entitles their holder to the percentage discount and to earn points from the starting date of the validity period.

VIP Customer Cards can be renewed on the condition that they must be used during the validity period (12 months) for a certain amount of in-house hotel services so that the points earned should reach the following limits:

- Executive Card Package      100,000 points/validity period
- Gold Card Package            250,000 points/validity period
- Diamond Card Package      700,000 points/validity period

Guests having a Customer Card may maintain their VIP Card or upgrade to a higher category only if they collect the points required for the given category within the validity period, in the manner that the collection of points must always be restarted from 0 points.

The VIP cards renewed for another 12-month period will always be issued with 0 credit points.

(e.g.: A guest with 150,000 points became entitled to an Executive Card. In this case, they receive a Card valid for 12 months with 0 credit points thereon.

After 12 months, at the expiry date, if they have 10,000 to 399,999 points on the card, then they receive the Executive Card again with 0 credit points thereon.

If at the expiry date, they have less than 100,000 points then they get a free Personal Customer Card with 0 credit points thereon.

If they collected more than 400,000 points, then they have reached the limit for the Gold Card and may upgrade to that card providing higher benefits.

At the expiry of the validity period, every VIP Customer Card package must be reordered, even if the conditions and/or the discount rates have not changed or if the discount rate has been reduced.

If you do not reorder the respective VIP Customer Card package within 12 months from the expiry of the validity period, you will lose all your benefits earned so far.

The new VIP Customer Card will be issued within 30 days after receiving the Guest's Application Form. You may upgrade to a higher-level VIP Customer Card immediately if the required number of points has been reached.

If you choose to stay with the previous discount rate, then Hunguest undertakes to set the new validity period also within 30 days after the relevant request (receipt of the completed Application Form), however, this is free of charge.

If the previous discount rate is to be maintained, the new validity period may be set only after the previous validity period has expired.

Upon expiry of the validity period or in the case of ordering a new card, please, send the previous card together with the Application Form to the address of the Hunguest Regular Customer Centre or submit it personally at any of the hotels of the Hunguest chain.

If the specified amount of points is not collected within the validity period, the percentage discount will be downgraded by one category. (Gold Card instead of a Diamond Card; Executive Card instead of a Gold Card). If the minimum limit set for the Executive Card is not reached, our guest will again receive a Personal Customer Card for free. However, the accumulation of points will start all over again, and the previously accumulated points cannot be used for a HUF or EUR discount.

In using VIP Customer Card packages, it is the cardholder's responsibility to trace the points accumulated during the validity period and the expiry date of the card.

You can enquire about the current balance and the remaining validity of your card if you present it at the Hunguest Regular Customer Centre or at the reception desk of any Hunguest unit and, after registration, you can find information also on our website: <http://www.hunguesthotels.hu>.

## **V. MISCELLANEOUS**

If your Customer Card is lost or stolen, the Hunguest Regular Customer Centre warrants the blocking of the card within 72 hours of receiving the report.

If a card is replaced for any of the above reasons, the new card will be credited with the points accumulated on the original card.

Hunguest shall not be liable for any damage resulting from the loss, destruction, or theft of the Customer Card.

Participants in the Customer Card Program shall accept and abide by the Terms and Conditions.

Participants in the Regular Guest Program can find information about the management of their personal data in the data management information sheet. Hunguest handles personal data in accordance with the relevant legislation, respecting the rights of the data subjects, and takes all necessary organizational and technical measures to protect their security.

**Hunguest reserves the right to review and modify these General Terms and Conditions at any time.**

**Any modification of the General Terms and Conditions will be communicated by Hunguest to the stakeholders through publication on its website at [www.hunguesthotels.hu](http://www.hunguesthotels.hu).**

The modification shall enter into effect on the day on which the amended General Terms and Conditions are published on the website.

Hunguest shall also ensure that a current copy of the General Terms and Conditions be made available to guests at the reception desks of the hotels belonging to the hotel chain.

Hunguest Zrt.