

Terms of Use – General Information

Arena Rewards is the loyalty programme of Arena Hospitality Group (Arena Hospitality Group d.d., Smareglina 3, 52100 Pula, Croatia, OIB: 47625429199; hereinafter: AHG) in which Members receive instant discounts depending on the number of Room Nights spent at Properties participating in the Loyalty Programme.

AHG is the owner of the Arena Rewards brand and as such holds the copyright to the Loyalty Programme. Also, AHG manages the Properties participating in the Loyalty Programme, whether as owner, lessee, manager or on another appropriate legal basis.

AHG provides and makes available benefits under the Loyalty Programme to each Member depending on their Membership Level.

By activating membership, using the Arena Rewards digital card, or using a Loyalty Programme benefit, the Member is deemed to have read, understood and accepted the Terms of Use in force at the time of activation of membership or use of the benefit.

Scope and Acceptance

These Terms of Use govern membership in the Arena Rewards loyalty programme operated by AHG. Membership is free of charge and voluntary.

Loyalty Programme benefits are available only where expressly stated in these Terms of Use, during the booking process, or within a specific offer. Membership does not guarantee the availability of a room, accommodation unit, plot, service, price or benefit.

The Arena Rewards loyalty programme **CANNOT** be used in combination with other loyalty programmes.

Properties Participating in the Loyalty Programme

Hotels

- Arena Franz Ferdinand Nassfeld
- Arena Hotel Holiday
- TUI Blue Medulin
- Grand Hotel Brioni Pula, A Radisson Collection*
- Park Plaza Histria Pula*
- Park Plaza Arena Pula*
- Park Plaza Belvedere Medulin*
- Park Plaza Nuremberg*
- Radisson RED Berlin Kudamm*
- art'otel Cologne*
- Park Plaza Berlin*
- art'otel Berlin Mitte*
- Park Plaza Budapest*
- Radisson RED Belgrade*

Resorts

- Arena Verudela Beach Apartments
- Park Plaza Verudela Pula*
- Splendid Resort
- Horizont Resort
- Verudela Villas
- Arena Kažela Apartments
- Ai Pini

Campsites

- Arena Grand Kažela Campsite
- Arena One 99 Glamping
- Arena Stoja Campsite
- Arena Stupice Campsite
- Arena Medulin Campsite
- Arena Indije Campsite
- Arena Runke Campsite
- Arena Tašalera Campsite

Properties marked with an asterisk (*) participate in the Arena Rewards Loyalty Programme on a partial basis. At these Properties Members may use the benefits corresponding to their Membership Level, but Room Nights accrued at Properties marked with an asterisk (*) are not considered eligible Room Nights and are not counted toward the total number of Room Nights for the purpose of attaining or retaining a Membership Level.

AHG reserves the right to change the list of Properties participating in the Loyalty Programme at any time and without stating a reason, and will notify Members thereof in an appropriate manner. Any change to the list will be published in the applicable Loyalty Programme Terms of Use and will apply from the date of publication, unless stated otherwise.

Definitions

- **Loyalty Programme** – AHG's Arena Rewards loyalty programme in which Members receive instant discounts depending on the number of Room Nights accrued in accordance with these Terms of Use.
- **Member Account:** means the Member's personal profile within the Loyalty Programme and the associated membership number.
- **Customer:** a natural person who is not yet a Member of the Loyalty Programme and has not accepted the Terms of Use, but who satisfies all the conditions to become a Member.
- **Member:** a natural person who has joined the Loyalty Programme, has accepted the Terms of Use, and is entitled to Loyalty Programme benefits depending on their Membership Level.
- **Member Price:** the price available to a logged-in or identified Member through an eligible booking channel (Official Website, AHG Contact Centre, reception of a Property participating in the Loyalty Programme). The saving is calculated relative to the reference price shown for the same Property participating in the Loyalty Programme, stay dates, accommodation or plot, board type, price conditions and booking channel at the time of the search on the Official Websites.
- **Stay:** the period between check-in and check-out at a Property participating in the Loyalty Programme.
- **Room Night** ("Room night"): the unit value achieved by a Member's night spent at one of the Properties participating in the Loyalty Programme.
- **Membership Level 1 – Light:** the first Membership Level, from the moment of joining the Loyalty Programme and accepting the Terms of Use up to 9 accrued Room Nights. Accrued

Room Nights are valid for a period of 2 years from the last check-out from one of the Properties participating in the Loyalty Programme. Members at the Light Level are entitled to a discount of up to 5% for a stay at Properties participating in the Loyalty Programme.

- **Membership Level 2 – Silver:** the second Membership Level, from 10 to 30 accrued Room Nights. Accrued Room Nights are valid for a period of 2 years from the last check-out from one of the Properties participating in the Loyalty Programme. Members at the Silver Level are entitled to a discount of up to 8% for a stay at Properties participating in the Loyalty Programme and may also enjoy other benefits as described in the section "Arena Rewards Loyalty Programme Benefits by Membership Level".
- **Membership Level 3 – Gold:** the third Membership Level, from 31 to 60 accrued Room Nights. Accrued Room Nights are valid for a period of 2 years from the last check-out from one of the Properties participating in the Loyalty Programme. Members at the Gold Level are entitled to a discount of up to 10% for a stay at Properties participating in the Loyalty Programme and may also enjoy other benefits as described in the section "Arena Rewards Loyalty Programme Benefits by Membership Level".
- **Membership Level 4 – Platinum:** the fourth Membership Level, from 61 or more accrued Room Nights. Accrued Room Nights are valid for a period of 2 years from the last check-out from one of the Properties participating in the Loyalty Programme. Members at the Platinum Level are entitled to a discount of up to 15% for a stay at Properties participating in the Loyalty Programme and may also enjoy other benefits as described in the section "Arena Rewards Loyalty Programme Benefits by Membership Level".
- **Arena Rewards digital card:** a digital card with a unique Arena Rewards membership number issued to the Member after activation of membership as proof of membership. The digital card is not transferable. The digital card must be added to the digital wallet ("wallet") of a mobile device and presented when used.
- **Discount:** the discount within a given Membership Level is variable and depends on the type of accommodation, season and demand.
- **Property participating in the Loyalty Programme:** means a hotel, resort or campsite, i.e. an accommodation facility managed by AHG, which is included in the list of Properties participating in the Arena Rewards loyalty programme within the applicable Terms of Use.
- **Official Websites:** [Arena Hotels](#), [Arena Campsites](#), [Arena Collection](#), [Arena One 99 Glamping](#), [Arena Grand Kažela Campsite](#) or [Arena Franz Ferdinand Nassfeld](#)
- **AHG Contact Centre** – AHG's official contact centre, available at: +385 52 529 400 and +385 52 600 600
- **Arena Rewards user interface:** an interface accessible via the Official Websites that enables Customers to become Arena Rewards Members and enables existing Arena Rewards Members to manage their Member Account. The functions of the user interface include:
 - viewing special offers
 - checking the number of accrued Room Nights

Existing Members of the Loyalty Programme may also manage their Member Account via the official Arena Collection and Arena Campsites mobile applications.

Joining and Membership in the Loyalty Programme

Any natural person who has reached the age of 18 with a valid personal e-mail address may join the Loyalty Programme.

For the avoidance of doubt, Members of the Loyalty Programme may not be commercial companies, crafts, associations, foundations, public institutions, public authorities, tour organisers, travel agencies, tour operators, accommodation service providers, or other legal persons or entities acting within their business, professional or commercial activity.

Joining the Loyalty Programme is enabled via the Arena Rewards user interface.

The applicant for the Loyalty Programme must provide accurate and complete information requested during the registration process, including first name, last name, e-mail address, city, and date of birth.

After joining the Loyalty Programme, the Member may also enter optional information (language, gender, country, phone number and interests) used to create personalised offers for Loyalty Programme Members.

The Member is obliged to ensure that all information provided upon joining the Loyalty Programme, as well as any subsequently provided information, is accurate, complete and up to date, and is obliged to update it without delay in the event of any change. AHG is not liable for the inability to exercise rights, benefits, receive notices or other advantages of the Loyalty Programme arising from inaccurate, incomplete or outdated information provided by the Member.

Membership begins (activation of membership) only once the applicant for membership in the Loyalty Programme completes the required registration form, confirms acceptance of the Terms of Use, confirms that they are familiar with the processing of personal data under the Loyalty Programme, and confirms the activation e-mail sent to the Member's e-mail address stated in the registration form. The Member may not accrue Room Nights (Eligible Room Nights) nor use benefits before membership in the Loyalty Programme is fully activated as described above.

Members need to add their membership card to the digital wallet ("Wallet"). A Member will not be able to accrue Room Nights unless the Arena Rewards digital card has been added to the digital wallet.

AHG may carry out a Member authentication procedure where reasonably necessary to prevent misuse, correct the Member Account, or fulfil a legal obligation.

A person who breaches the Terms of Use, or who provides inaccurate or incomplete information, may have their application for membership in the Loyalty Programme refused, or their Member Account may be suspended or closed. In the event of incorrect or incomplete submission of personal data in the registration form, the Member will not be able to use the benefits provided by the Loyalty Programme.

By adding the Arena Rewards digital card to the Wallet of a mobile device, the Member will receive 2 (two) added Room Nights to their Member Account. The added Room Nights are shown in the Arena Rewards user interface and are counted toward the Member's total number of Room Nights.

Arena Rewards membership is free of charge.

A Member may cancel their membership at any time and without stating a reason by sending a cancellation notice to the e-mail address: **info@arenarewards.eu**

Membership is individual, meaning that a Member cannot accrue Room Nights by booking additional accommodation units for friends or family; Room Nights are accrued only for stays during which the Member, as the reservation holder, is present at a Property participating in the Loyalty Programme.

If two (2) or more Members share one accommodation unit, only the Member who is the reservation holder accrues Room Nights.

Accrued Room Nights are cumulative, but Members who have not stayed at one of the Properties participating in the Loyalty Programme for more than 2 years, counting from their last

check-out from a Property participating in the Loyalty Programme, will automatically be moved to Membership Level 1 – Light.

Any use of Loyalty Programme membership for fraudulent purposes will result in immediate cancellation of membership.

Misuse, Suspension and Forfeiture

Membership in the Loyalty Programme is personal, i.e. it is linked solely to the registered Member.

The Member Account, membership, Membership Level, Arena Rewards digital card, Room Nights and personal benefits are not transferable.

The Arena Rewards digital card may be used exclusively by the person in whose name the membership is registered.

The Arena Rewards digital card and its associated benefits are non-transferable, i.e. they may not be assigned, for example to:

- a spouse
- a partner
- children
- parents
- other family members
- friends
- and other persons

Any person who has reached the age of 18 and wishes to use Arena Rewards benefits must have their own membership.

Misuse of the Loyalty Programme includes, but is not limited to, false identification, use of another person's Member Account, manipulation of reservations, resale of benefits, forged evidence to obtain benefits or manage membership in the Loyalty Programme, harassment of staff, interference with systems, attempting to obtain benefits contrary to these Terms of Use, and unlawful conduct.

Where AHG reasonably suspects an error, misuse or a security risk, it may temporarily suspend the Member Account, the exercise of Loyalty Programme benefits, or a transaction while it conducts an investigation. Following the investigation, AHG may restore or cancel Room Nights and change the Membership Level depending on the circumstances established.

In the event of the death of a Loyalty Programme Member, the membership, the Room Nights taken into account, the Arena Rewards digital card, the Membership Level and the Loyalty Programme benefits are not transferred to heirs but are automatically cancelled.

Closing a Member Account does not result in the deletion of records that AHG is required to keep in order to fulfil legal obligations, prevent fraud, or resolve disputes.

Member Account, Digital Card and Security

Only one Member Account per person is permitted. Membership, the Member Account, eligible Room Nights, Membership Level and benefits are non-transferable and may not be sold,

assigned, shared or transferred to another person, including but not limited to a spouse, family member, employee, travel companion or other persons.

The Member must safeguard their login details and Arena Rewards digital card and must not allow another person to use them. The Member must immediately notify AHG at info@arenarewards.eu of any suspected loss, compromise or unauthorised use of the Member Account and the Arena Rewards digital card.

The Member is responsible for the accuracy of the information provided upon joining the Loyalty Programme, as well as all information entered into their Member Account profile. The e-mail address used for a booking made through eligible channels (a booking made via the Official Websites, the AHG Contact Centre, or at the reception of a Property participating in the Loyalty Programme) should match the e-mail address registered in the Member Account. If the e-mail address does not match, AHG may require the Member to prove that they are the reservation holder and a Member of the Loyalty Programme before Room Nights or benefits are credited. Duplicate Member Accounts, i.e. accounts belonging to the same person, may be merged only after AHG has verified that they belong to the same person. AHG may decide which Member Account remains active, correct duplicate entries, and remove benefits or eligible Room Nights credited more than once. Accounts belonging to different persons will not be merged.

AHG may replace or reissue a membership number for security or administrative reasons without changing a validly acquired Membership Level, subject to verification and correction of duplicate or erroneous entries.

Accruing Room Nights

Members accrue Room Nights in the following way:

- for each night spent at one of the Properties participating in the Loyalty Programme, exclusively if the booking was made directly through the Official Websites, the AHG Contact Centre on +385 52 529 400 or +385 52 600 600, and/or directly at the reception of a Property participating in the Loyalty Programme (**excluding** Properties marked with an "*" under the heading "Participating Properties")
- for each friend referral („**Refer a Friend**“), the Member accrues an additional two Room Nights. During registration for the Loyalty Programme, the friend, i.e. the prospective Member, may enter the membership number of the Arena Rewards digital card of the Member who referred them (the "Referrer"). This records the referral in the Loyalty Programme system. When the friend books a stay directly through the Official Websites and completes their first stay, the Referrer is automatically credited with **check-out** of the friend from a Property participating in the Loyalty Programme with **2 additional Room Nights**. The awarded Room Nights are shown in the user interface and are counted toward the Referrer's total number of Room Nights.

Room Nights achieved in one of the manners described above are considered Eligible Room Nights.

Eligible Room Nights and Membership Level updates are generally recorded within 48 hours after check-out from a Property participating in the Loyalty Programme. A delay in showing accrued Eligible Room Nights does not, in itself, create a right to any compensation or additional benefit.

The Member must report to AHG if certain eligible Room Nights have not been recorded in their Member Account at info@arenarewards.eu within 60 days after check-out from the

Property participating in the Loyalty Programme at which the eligible Room Nights in question were accrued.

A request to record Room Nights must include the membership number, booking confirmation, the Property participating in the Loyalty Programme, the stay dates, and any reasonably requested proof of payment or of the Member's presence at the Property participating in the Loyalty Programme.

AHG may refuse a late, incomplete or unsubstantiated request, or a request relating to a booking that does not generate eligible Room Nights. AHG will not credit Room Nights relating to a stay at Properties participating in the Loyalty Programme prior to activation of the Member Account.

AHG may correct an administrative, system or Property error at any time, including by crediting missing eligible Room Nights or by removing duplicate, ineligible, refunded or incorrectly credited Room Nights. AHG will, upon request, provide an explanation for a material negative correction of Room Nights.

Depending on the number of accrued Room Nights, Members are assigned a Membership Level that entitles them to use the Loyalty Programme benefits defined for the Membership Level they are at.

All benefits based on Membership Level are individual, meaning they may be used only by the Member who is the reservation holder.

If a Member reaches the next Membership Level when making a new booking, they will become entitled to the benefits of the new Membership Level only upon their next stay at one of the Properties participating in the Loyalty Programme, starting 48 hours after their last check-out from a Property participating in the Loyalty Programme.

In the event of cancellation of a booking or a no-show at a Property participating in the Loyalty Programme, the number of accrued Room Nights remains unchanged, i.e. only Room Nights actually achieved are counted.

In order to accrue eligible Room Nights and use stay-related benefits, the Member must be the named reservation holder and the main guest on an eligible booking (made via the Official Website, the AHG Contact Centre, or in person at the reception of a Property participating in the Loyalty Programme), must be physically present at the Property participating in the Loyalty Programme during the stay, and must stay overnight in one of the accommodation units or on the plot included in that booking.

A Member may not accrue eligible Room Nights nor use individual benefits based on Membership Level for a booking made exclusively for another person, even if the Member paid for it. A family relationship, shared address, payment card, or a Member's permission does not transfer the rights of membership in the Loyalty Programme to another person.

For an Eligible booking via the Official Websites, the Member must make the booking stating the registered e-mail address recorded in their Member Account before completing the booking. For an eligible booking via the AHG Contact Centre, the Member must state the membership number or the registered e-mail address from their Member Account. For an eligible booking at the reception of a Property participating in the Loyalty Programme, the Member must present the Arena Rewards digital card.

At check-in at a Property participating in the Loyalty Programme, the Member must present the Arena Rewards digital card and, if requested, an identification document matching the name of the reservation holder. AHG may refuse or delay a benefit or the crediting of Room Nights until the match between the Member's identity and the reservation holder has been verified.

Identification after check-out from a Property participating in the Loyalty Programme does not create a right to a retroactive discount. AHG may correct a demonstrable error made by AHG in the processing and recording of Room Nights, but a Member's failure to timely identify their Member Account is not considered an error by AHG.

A Member may book and pay for more than one accommodation unit or plot in a single booking for the same Property participating in the Loyalty Programme. The applicable Member Price may apply to all eligible units or plots within the Loyalty Programme included in that booking. All other Loyalty Programme benefits remain personal to the Member, depending on Membership Level.

Regardless of the number of units, plots, guests or simultaneous bookings, a Member may accrue at most one eligible Room Night for the same calendar date.

If the Member who is the reservation holder checks out earlier, eligible Room Nights are credited only for the Room Nights during which the Member who is the reservation holder was physically present and stayed at the Property participating in the Loyalty Programme. Room Nights occupied solely by travel companions after the departure of the Member who is the reservation holder are not considered eligible Room Nights for that Member.

If a booking is shortened, moved, split, refunded or otherwise adjusted, AHG may recalculate the eligible Room Nights and benefits based on the final completed stay.

Eligible Room Nights Are Accrued Through:

- Bookings made directly through the Official Websites
- Bookings made through the AHG Contact Centre on +385 52 529 400 or +385 52 600 600 (by e-mail and/or by telephone)
- Bookings made at the reception of a Property participating in the Loyalty Programme (excluding Properties marked with an asterisk "*" under the heading "Participating Properties")

To accrue eligible Room Nights, during the booking process the Member must identify themselves as follows:

- If booking directly via the Official Websites, the Member must log in to the Loyalty Programme with their e-mail address registered in the Member Account and continue with the booking process
- If booking via the AHG Contact Centre (by e-mail and/or by telephone), the Member must identify themselves with their membership number and/or the e-mail address registered in the Member Account
- If booking at the reception of a Property participating in the Loyalty Programme (excluding Properties marked with an asterisk "*" under the heading "Participating Properties"), the Member must identify themselves with the Arena Rewards digital card

Stays That DO NOT Qualify for Accruing Room Nights Are:

- Booked through travel agencies
- Booked through tour operators
- Booked through online sales portals
- Flat-rate guests at campsites managed by AHG
- Booked using special booking codes issued by AHG

Member Prices

Savings under the Member Price are not fixed discounts. Depending on Membership Level, the saving is up to 5% for Light, up to 8% for Silver, up to 10% for Gold, and up to 15% for Platinum.

The exact percentage within the stated range is determined separately for each booking, depending on the Property participating in the Loyalty Programme, the type of accommodation unit, the stay period and availability at the time of booking. The Membership Level at the time of booking determines the applicable range; a subsequent upgrade of Membership Level does not change the price of an already confirmed booking.

A Member may cancel a booking and rebook only under the original cancellation conditions and subject to the price and availability applicable at that time.

Arena Rewards Loyalty Programme Benefits by Membership Level

Accrued Room Nights	1–9	10–30	31–60	61 or more
Levels	Light	Silver	Gold	Platinum
Member Prices	Up to 5% discount	Up to 8% discount	Up to 10% discount	Up to 15% discount
Special offers for Members	✓	✓	✓	✓
Refer a Friend	✓	✓	✓	✓
Discount on services at food & beverage outlets*	-	10% discount	10% discount	10% discount
Discount on wellness services at participating wellness centres	-	10% discount	10% discount	10% discount
Early check-in and late check-out (not valid in July and August)	-	-	✓	✓
Welcome gift	-	-	-	✓
“100 eur” Stay Reward**	-	✓	✓	✓

* The discount on services at food & beverage outlets applies to services at the food & beverage outlets Restaurant Lungomare Belvedere Medulin & Restaurant Secondi Verudela Pula

** “100 eur” Stay Reward

Members who stay 21 nights or more within the current calendar year at Properties participating in the Loyalty Programme are entitled to a reward of 100 €. The reward may only be applied as a credit toward accommodation costs in the following calendar year, subject to certain conditions, at any AHG **hotel** within the Loyalty Programme; it may not be transferred to other users nor exchanged for cash or any other service or value.

Member Prices apply to:

Hotels: reserved unit(s) on a room-only, bed & breakfast, or half-board basis.

Apartments, villas, mobile homes and glamping tents: reserved unit(s) on a room-only, bed & breakfast, or half-board basis.

Plots: reserved unit(s)

Any additional services used during the stay are charged according to the applicable price list.

Note: Flat-rate guests at campsites managed by AHG cannot join the Loyalty Programme.

Special Offers

Special offers for Members include offers available only to Members, exclusive content and Secret Deals which will be sent to Members where an appropriate legal basis for such communication exists, and/or will be visible in the user interface under the "Special Offers" category. Each offer may be subject to certain duration and capacity limitations.

Refer a Friend

Refer a Friend is an additional way of accruing Room Nights.

For each friend referral, the Member accrues an additional two Room Nights. Upon registration and activation of membership, each Member receives an Arena Rewards digital card at their e-mail address, and the digital card number is also visible in the Arena Rewards user interface. The digital card number can be copied and shared with a friend. During registration for the Loyalty Programme, the new Member (the friend) may enter the membership number of the Arena Rewards digital card of the Member who referred them. This records the referral in the Loyalty Programme system. If the friend books a stay directly through AHG's Official Websites and completes their first stay, the Referrer is automatically credited, after the friend's **check-out** from a Property participating in the Loyalty Programme, with **2 additional Room Nights**. The awarded Room Nights are shown in the Arena Rewards user interface of the Referrer's Member Account and are counted toward the Referrer's total number of Room Nights.

Discounts at Food & Beverage Outlets

Discounts at food & beverage outlets participating in the Loyalty Programme: all Members may enjoy benefits (services at reduced prices) according to their Membership Level at the following food & beverage outlets, regardless of which Property participating in the Loyalty Programme they are staying at:

- Bar & Restaurant Lungomare – part of the Park Plaza Belvedere Medulin hotel
- Secondi burger bar – Verudela Avenue

To obtain the discount, Members must present the Arena Rewards digital card upon arrival at one of the listed food & beverage outlets participating in the Loyalty Programme / when ordering the service. If the Member uses the service at the Property participating in the Loyalty Programme **at which they are staying**, the bill may either be settled immediately at the food & beverage outlet or charged to the room of that Property participating in the Loyalty Programme.

If the Member uses the services of a food & beverage outlet within a Property participating in the Loyalty Programme at which they are **not staying**, the bill must be settled immediately at the food & beverage outlet. There is no option to charge the cost to a room.

Discounts on Wellness Services

Discounts on wellness services at participating wellness centres: all Members have the option of using wellness services at reduced prices (according to Membership Level) at the following wellness centres, regardless of which Property participating in the Loyalty Programme they are staying at:

- Senseas Arena – part of Park Plaza Arena Pula, +385 (0)52 375 130
- Senseas Belvedere – part of Park Plaza Belvedere Medulin, +385 (0)52 572 530
- Senseas Histria – part of Park Plaza Histria Pula, +385 (0)52 590 726
- SPA One4You – part of Arena One 99 Glamping, +385 (0)52 573 746
- Gemma Di Brioni – part of Grand Hotel Brioni Pula, A Radisson Collection Hotel, +385 (0)52 378 714

Before using the service, Members must contact the wellness centre, identify themselves with the Arena Rewards digital card, and book an appointment.

If a Member uses wellness services at the Property participating in the Loyalty Programme at which they are **staying**, the bill may either be paid immediately at the wellness reception or charged to the room.

If a Member uses wellness services at a Property participating in the Loyalty Programme at which they are **not staying**, the bill must be settled immediately at the wellness reception. There is no option to charge the cost to a room.

Early Check-in and Late Check-out

The option of **early check-in and late check-out** at a Property participating in the Loyalty Programme is available to Members at the Gold and Platinum Membership Levels, subject to availability. If a Member wishes to have an early check-in and/or late check-out, they must notify the **reception** of the Property at which they are staying, either at the time of booking or at the latest upon arrival. Where available, the Member's request will be granted. In July and August the option of early check-in and late check-out does not apply.

Welcome Gift

Welcome gift is available to Members at the Platinum Membership Level upon arrival.

“100 eur” Stay Reward”

“100 eur” Stay Reward” – Members who stay 21 nights or more within the current calendar year at AHG Properties participating in the Loyalty Programme are entitled to a reward of 100 €. The reward may only be applied as a credit toward accommodation costs in the following calendar year at any AHG accommodation Property from the category **hotels** participating in the Loyalty Programme; it may not be transferred to other users nor exchanged for cash or any other service or value. To use the “100 eur” Stay Reward, Members should contact info@arenarewards.eu, where they will receive further information on the terms of use of this benefit

Official Communication

AHG will never, via WhatsApp, Viber or other messaging applications, unofficial e-mail addresses, or any other unofficial communication channels, request from Loyalty Programme Members passwords, payment card details, security codes, login details or other sensitive personal data.

Official communication relating to the Loyalty Programme is carried out through official AHG communication channels (official websites and official e-mail addresses). If a Member receives a suspicious message purportedly from the Arena Rewards loyalty programme, Arena Hospitality Group d.d., or an affiliated company, we recommend not responding to such a message, not opening any links, and not providing the requested information, but instead contacting AHG through its official contact details.

Amendments to the Terms of Use and Termination of the Arena Rewards Loyalty Programme

AHG has the right to amend the Terms of Use of the Loyalty Programme, as well as the conditions for participating in the Loyalty Programme, at any time. In such case, AHG will take into account the interests of Loyalty Programme Members and will notify them of any changes relating to the Loyalty Programme by e-mail or in another appropriate manner. Updated terms apply from the moment of publication on the official websites, unless stated otherwise.

AHG reserves the right to terminate the Arena Rewards loyalty programme at any time without stating a reason.

AHG will take all appropriate measures to ensure that Members are notified in a timely manner of any changes to or termination of the Loyalty Programme. AHG will not be liable for any losses or damages that may arise from changes taking effect or from termination of the Loyalty Programme. Termination or amendment of the Loyalty Programme does not constitute a valid basis for a claim for damages by Loyalty Programme Members.

Upon termination of the Loyalty Programme, membership in the Loyalty Programme automatically ceases.

Any disputes between AHG and a Loyalty Programme Member regarding the operation of the Loyalty Programme, and relating to the provisions and application of these Terms of Use, will be resolved amicably.

Otherwise, Croatian law shall apply and any dispute shall be submitted to the court having subject-matter jurisdiction in the location of AHG's registered seat.

Personal Data Protection

Data Controller

Arena Hospitality Group d.d., Smareglina 3, 52100 Pula („AHG“), OIB: 47625429199, as data controller, processes Members' personal data within the framework of the Arena Rewards Loyalty Programme.

Personal data is collected for the purpose of AHG's business activity, i.e. the operation of the Loyalty Programme through which guests of Arena Hospitality Group's accommodation facilities in Croatia, Austria, Germany, Hungary and Serbia obtain various benefits depending on their Membership Level.

Registration for the Loyalty Programme

Entry into the Arena Rewards programme is carried out exclusively at the request of the person wishing to become a Member, in the following ways:

1. by completing all mandatory fields in the registration form in the Arena Rewards user interface
2. via the AHG Contact Centre (on the telephone number +385 52 529 400 or +385 52 600 600).

Joining the Loyalty Programme creates the Member's user profile, the Member Account.

Data Processing

Data collected for joining the Loyalty Programme (necessary data):

- first name
- last name
- e-mail address
- city
- date of birth

Within their Member Account user profile, the Member may also complete optional fields – gender, phone number, language, country, interests. This data may be used to create personalised newsletters for the Loyalty Programme Member. A Loyalty Programme Member may at any time amend and/or delete their optional data within their Member Account.

AHG collects data on the Member's stay, namely first and last name, booking number, arrival date, departure date, number of Room Nights, and the Property at which they stayed, on the basis of which the Loyalty Programme Member accrues eligible Room Nights.

On the basis of legitimate interest or another appropriate legal basis, AHG processes the Member's personal data for the purposes of direct marketing, namely to inform them of special offers (discounts, etc.), news, and to deliver valuable content by e-mail. At any time and free of charge, the Member has the right to object to the processing of personal data for such marketing purposes, including profiling to the extent connected with such direct marketing, in which case the Member's personal data will no longer be processed for that purpose. If a Member no longer wishes to receive such content by e-mail, they may contact privacy@arenahospitalitygroup.com or click the unsubscribe link included in every marketing e-mail (newsletter) sent to the Member by AHG.

AHG may send Loyalty Programme Members, via e-mail, the Arena Collection and Arena Campsites mobile application, or another registered communication channel, notices of changes to the Terms of Use, Loyalty Programme rules, and other information necessary for the performance and management of Loyalty Programme membership. Such notices do not constitute direct marketing.

AHG may de-personalise the data provided and use it for statistical purposes.

To complete registration and join the Loyalty Programme, it is necessary to confirm the activation e-mail that will be sent to the e-mail address stated in the Loyalty Programme registration form.

Retention Period

Personal data is stored for the entire duration of the Member's participation in the Loyalty Programme.

Upon termination of membership or termination of the Loyalty Programme, if it is not replaced by a new one, personal data and other membership-related data will be deleted, unless it is necessary to retain it for a specific period in accordance with applicable regulations, in which case it will no longer be processed for other purposes.

Your Rights

At any time you have the right to request from AHG, in writing, access to your personal data, rectification of your personal data, erasure ("the right to be forgotten"), restriction of its processing, the right to object to the processing of your data, and other applicable rights in accordance with applicable data protection regulations.

Where the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. Withdrawal of consent does not affect the lawfulness of processing before its withdrawal.

In addition, you have the right to lodge a complaint with the supervisory authority – the Croatian Personal Data Protection Agency, Ul. Metela Ožegovića 16, 10000, Zagreb (more information at www.azop.hr).

You may send any complaints, requests to exercise your rights, and questions relating to the protection of your personal data in writing to the personal data protection officer at the address Arena Hospitality Group d.d., Smareglina 3, 52100 Pula, or by e-mail to privacy@arenahospitalitygroup.com

Additional Information

More information on the processing of personal data and on exercising your rights can be found in the Privacy Policy available at (www.arenacollection.com).

Version

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