



CAMPING ADRIATIC PLUS CLUB

LOYALTY PROGRAMME TERMS AND CONDITIONS

1. LOYALTY PROGRAMME IN GENERAL

The Camping Adriatic Plus Club Loyalty Programme (hereinafter: Loyalty Programme) is designed to reward the loyalty of guests in the accommodation facilities (campsites) owned by Valamar Riviera d.d., Stancija Kaligari 1, Poreč, Croatia, OIB: 36201212847 (hereinafter: Valamar) under the brand Camping Adriatic by Valamar, campsites owned by other organizations but managed by Valamar, as well as other campsites also participating in the Loyalty Programme. A list of the campsites participating in the Loyalty Programme is given in the table below. The owner of the Loyalty Programme is Valamar. Valamar is a company that, as the main body, guarantees all the rights prescribed by the Programme in the implementation of the Programme. Loyalty Programme members are obliged to act responsibly and to abide by the provisions of the Terms and Conditions.

The aim of the Loyalty Programme is to enable its members to use the benefits described later in the text. By joining the Loyalty Programme, each Loyalty Programme member declares that he/she has read and understands the provisions of the Terms and Conditions and accepts them fully.

The Loyalty Programme does not feature prize games or entertainment. The reward outcome of this Loyalty Programme is certain and every Loyalty Programme member who fulfils the conditions is entitled to benefits.

Campsites participating in the Loyalty Programme:

CAMPING LANTERNA 4*
NATURIST CAMPING SOLARIS 3*
NATURIST CAMPING ISTRA 2*
CAMPING ORSERA 3*
CAMPING MARINA 4*
CAMPING TUNARICA 2*
CAMPING JEŽEVAC 4*
CAMPING ŠKRILA 3*
CAMPING KRK 5*
NATURIST CAMPING BUNCULUKA 4*
CAMPING ZABLAČE 3*
CAMPING SOLITUDO 3*
CAMPING BRIONI 2*

Earning reward points, bonus nights and other benefits provided through the Loyalty Programme are not available for the duration of the Outlook and Dimensions festivals in Camping Brioni as the Loyalty Programme is suspended during that time.

2. DEFINITIONS OF THE LOYALTY PROGRAMME

Programme: the Loyalty Programme organized by Valamar under the name Camping Adriatic Plus Club. All authorship rights of this Programme rest exclusively with the company Valamar Riviera d.d.

Camping Adriatic+Club / Camping Adriatic Plus Club: a brand owned by Valamar. The word mark is protected under the number Z20150446 and the figurative mark under the number Z20150447 before the State Intellectual Property Office.

Camping Adriatic by Valamar: a brand owned by Valamar. The figurative mark is protected under the number Z20141685 before the State Intellectual Property Office.

Client: a person who fulfils the conditions for entering the Loyalty Programme but has not yet entered it and has not accepted the Terms and Conditions of the Loyalty Programme.

Member: a person who has entered the Programme and has accepted the Terms and Conditions of the Loyalty Programme.

Bonus night: a night in the accommodation facilities (campsites) that Loyalty Programme members obtain based on collected reward points in accordance with the Terms and Conditions of the Loyalty Programme.

Reward point: a unit value expressed in reward points. Reward points can be exchanged for bonus nights. A detailed overview of the value of the reward points Camping Adriatic Plus Club members obtain when staying in Camping Adriatic by Valamar campsites that participate in the Loyalty Programme is available on the Programme's website; **www.camping-adriatic.com/loyalty**.

Camping Adriatic Plus Club card: the Camping Adriatic Plus Club card (hereinafter: membership card) is a card that every member receives as a confirmation of membership status for the purpose of collecting and exchanging reward points for bonus nights and obtaining other rights. The membership card is not transferable to other persons.

Programme Partner: legal subjects other than Valamar, outside the Valamar Group, that provide Loyalty Programme members with benefits in the form of discounts on their products and/or services based on their membership in the Loyalty Programme. A detailed list of Loyalty Programme Partners is available on the Loyalty Programme website **www.camping-adriatic.com/loyalty**.

Additional benefits: services obtained from Valamar or from Programme Partners by being a member of the Loyalty Programme. A list of additional benefits is available on the website **www.camping-adriatic.com/loyalty**. To obtain benefits such as discounts with Programme Partners, the members are obliged to present their membership cards based on which they have a right to benefits of the Programme Partners. Valamar does not execute the services provided by Programme Partners and cannot guarantee their quality. Valamar reserves the right to suspend cooperation with Programme Partners at any time without giving reasons. The condition for using the additional benefits of the Loyalty Programme is the presence of the person who owns a membership card.

3. MEMBERSHIP CONDITIONS

Membership in the Loyalty Programme is free of charge and available to all natural persons older than 18. Persons can apply for membership using the Valamar reservations system, the Valamar website **www.camping-adriatic.com/loyalty** or in person at the reception of any Valamar camp by filling out the Loyalty Programme access form.

In order to become a member, the clients must provide the necessary information: name, surname, gender, date of birth, home address and e-mail address and, if they are applying through the form gotten at the reception, a signature on the form. Every member has the obligation to inform Valamar about any change of personal data. Loyalty Programme membership is free of charge.

Members can end their Loyalty Programme membership at any time by written notification. This implies the withdrawal of the member who leaves the Loyalty Programme, which permanently ends the existing relationship between the member and the Loyalty Programme and terminates all benefits associated with the membership in the Loyalty Programme.

If a member does not spend any nights in Valamar campsites belonging to the Camping Adriatic by Valamar brand during three years of membership, the membership will be terminated and the corresponding account will be closed.

Loyalty Programme members have to pay all tourist fees and possible additional services provided during a stay with bonus nights.

The use of reward points needs to be announced when making a reservation for accommodation: by contacting the Valamar reservations centre or during reservation through the website **www.camping-adriatic.com/loyalty**.

4. CAMPING ADRIATIC PLUS CLUB CARD

When becoming a member through the website **www.camping-adriatic.com/loyalty**, the Loyalty Programme member receives a temporary identification document (an e-mail with a unique loyalty identification number and a temporary membership card), and his official membership card will be issued during his second stay after having become a member, ie. during the next check-in at the reception of a campsite.

Members who apply for the Loyalty Programme by filling out the application form at the reception of a campsite receive their temporary membership card right away, and their permanent membership card during their second stay.

The membership card is inactive when it is issued. The membership card will be automatically activated fifteen days after becoming a member, which every member will be informed about in writing by e-mail. The card contains a unique identification number which is non-transferable and can in no case be revealed to a third party.

In order to collect points, the member has to provide the number of the membership card when making a reservation and is obliged to present the membership card when checking in at a camp, when paying the receipt at check-out from a camp and when using additional benefits.

Members must not borrow, transfer or sell their membership card, otherwise all the rights from this Programme will be lost. Members are responsible for all actions related to their card accounts.

The membership card is the property of Valamar company and Valamar reserves the right to withdraw or refuse to accept a membership card if a member is not using the card in accordance with the Terms and Conditions of the membership.

In the case of loss or theft, the membership card can be replaced free of charge only once. For each subsequent membership card change the member pays a 76.00 HRK fee (approximately €10.00).

The membership card has no expiration date.

If a member notices that reward points have not been properly assigned to his/her account, he/she can send an e-mail to the following address

info-loyalty@camping-adriatic.com, attaching a copy of the receipt from the camp he/she stayed in.

Any use of a membership card for fraudulent purposes will result in its immediate cancellation and the closing of the Loyalty Programme member's account.

5. LOYALTY PROGRAMME BENEFITS

Reward points can be exchanged for a night in a Valamar camp* in accordance with the Terms and Conditions. Reservations of bonus nights that use the collected bonus points in Valamar campsites can be made in the reservations centre over the telephone +385 52 465 010 or through the website **www.camping-adriatic.com**. For additional information, please send us an e-mail at **info-loyalty@camping-adriatic.com**.

During the Outlook and Dimensions festivals in the Camping Brioni, the Loyalty Programme and all the associated benefits will not be available.

* The benefits of the Loyalty Programme cannot be used at Camping Mon Perin, as it is not included in the Camping Adriatic Plus Club Programme.

6. COLLECTING REWARD POINTS AND TERMS OF USE

Reward Points are acquired exclusively on the basis of a stay booked through the Valamar website, the camp front desk, or via the Valamar booking centre, and realised after starting the Loyalty Programme (4th May 2015). If a person becomes a member of the Loyalty Programme during their stay in a camp, the reward points for that stay will be assigned to the member after the card has been activated, with the condition that the membership card must be presented during check-out.

Reward points are acquired for each paid overnight stay, except for overnight stays during the Outlook and Dimensions festivals at the Camping Brioni in accordance with Section 1, according to the type of accommodation in accordance with the points acquisition display by type of accommodation unit and points for the realisation of the right to a bonus night, which are posted on the website **www.camping-adriatic.com/loyalty** (hereinafter: Points Presentation). Reward points are not gained for nights that are free of charge, such as nights obtained in a prize contest or contest. Reward points cannot be gained for used bonus nights.

Realized stays booked through partners, tour operators, agencies, work councils or any other third intermediary party do not carry reward points.

A period of at least 48 hours must pass between the night of stay based on which a member acquires the right, i.e. gains reward points, and the night for which reward points are exchanged.

Reward points are assigned to members' accounts 48 hours after check-out from a camp if the member presented his/her membership card when paying the receipt. If reward points were not assigned, Loyalty Programme members can claim them from the organizer by presenting the receipt at the camp reception or through web user account My Adriatic Plus.

The number of reward points necessary to obtain a bonus night depends on the type of accommodation, as presented in the Points Presentation on the website **www.camping-adriatic.com/loyalty**.

Bonus nights obtained using reward points can be booked and used in the period when the camp is open. As stated in Section 1, bonus nights in Camping Brioni cannot be used for the duration of the Outlook and Dimensions festivals.

The minimum number of chargeable nights for each stay containing bonus nights is 2 (two) chargeable nights for Standard, Standard Mare, Comfort, Comfort Vista Mare, Comfort Mare and Mega Comfort pitches, and 3 (three) chargeable nights for Premium Mare, Luxury Mare and Mega Luxury pitches, and for Glamping tents and mobile homes. Bonus nights can be combined with chargeable nights at valid prices. In the case of a combined stay (chargeable and bonus nights during a single stay), bonus nights are always used for the nights with the lowest prices during that stay.

A maximum of 5 bonus nights can be used within one stay (along with the aforementioned minimum stay) during each calendar.

When making a reservation with bonus nights, it is possible to use reward points from only one Loyalty Programme member's account and it is not possible to combine points from more than one member at the same time.

The maximum number of persons who can use bonus nights is limited to 4 adults in one lot and the maximum number of persons allowed in a mobile home (depending on the type of mobile home).

When using bonus nights, the Loyalty Programme member who owns the card based on which the bonus nights are being used is obliged to make the reservation for the bonus nights and must be one of the persons staying in the accommodation unit for which the bonus nights are used.

"Lump-sum" guests, who are Loyalty Programme members, do not have the right to use their reward points gained by staying in Valamar campsites in exchange for bonus nights, but they do have all the other rights and benefits of the Loyalty Programme in the form of discounts on products and services (additional benefits). Reward points cannot be gained based on any other expenses that a member had during his/her stay.

Additional reward points can be assigned by Valamar during advertising campaigns or Valamar's special offers, all in accordance with Valamar's decision.

Reward points do not have a cash value. The gained reward points cannot be exchanged for money.

In the case of a cancellation of a reservation in which reward points have been used, the following rules apply:

- Cancellations of accommodation on a lot up to 21 days before arrival – points are returned to the member's Loyalty Programme account.
- Cancellations of accommodation on a lot within 21 days before arrival – points are not returned to the member's Loyalty Programme account.
- Cancellations of accommodation in mobile homes up to 7 days before the planned arrival date – points are returned to the member's Loyalty Programme account.
- Cancellations of accommodation in mobile homes within 7 days before the planned arrival date – points are not returned to the member's Loyalty Programme account.

In the case of changes in a reservation of accommodation for which reward points are used, the points will be redirected to the new modified reservation (if there are no changes in the duration of stay), or returned to the member's Loyalty Programme account if the planned duration of stay is shortened. In the case of prolonging the planned stay, when changing the reservation the member can use the additional number of points necessary to cover the difference until the newly planned end of stay or pay for the prolonged stay without using points for bonus nights, all in accordance with the new duration of the reservation.

Loyalty Programme members can transfer their reward points to another person, under the condition that the other person is also a member of the Loyalty Programme. The transfer of reward points is done based on a written request sent to the organizer to the e-mail address **info-loyalty@camping-adriatic.com** or by sending a request via the My Adriatic Plus online user interface.

A Loyalty Programme member cannot book accommodation for his/her friends or family using his/her membership card and gain reward points if he/she is not staying with them in the booked accommodation. Reward points are only gained if the owner of the membership card himself/herself stays in the accommodation and only for nights realized in the accommodation unit in which the owner of the membership card is checked in. If more than one Loyalty Programme members stay in the same accommodation unit at the same time, only one person/member has the right to claim points for that stay.

In the case of the death of a Loyalty Programme member, there is no transfer of reward points to heirs, the reward points will automatically be nullified, and the membership card will be cancelled.

Collecting reward points can be combined with other associations' benefits, e.g. ADAC, or any other campers' club or association.

Members can check their reward points at any time by contacting Valamar by e-mail **info-loyalty@camping-adriatic.com** or telephone +385 52 408 222, and using the web user account on **www.camping-adriatic.com/loyalty** in the My Adriatic Plus section.

7. VALIDITY OF POINTS

Reward points are valid for three years (36 months) since the last activity. The validity is prolonged for 3 more years every time the member makes a reservation in one of the Valamar campsites in accordance with the Terms and Conditions and realizes a night of stay based on which the right to reward points is achieved. If a member does not realize any night of stay based on which the right to reward points is achieved within a period of 3 years, all the reward points accumulated in that time will be deleted from the account, without any notification or the possibility of their refund or replacement. The Loyalty Programme membership still remains valid.

8. PRIVACY POLICY

By joining the Loyalty Programme the applicant (client) freely and explicitly declares that s/he agrees that his/her personal data will be processed by the manager for the collection of personal data - Valamar Riviera d.d., and that this information can be used by Valamar Group* companies for the purpose of identification of the Loyalty Programme members, segmentation, communication, sending offers, promotional materials, service satisfaction surveys, and communication via mail and e-mail and notification regarding special offers, news, and events organised by the Valamar Group in accordance with the Act on Protection of Personal Data. Valamar guarantees the permanent and unlim-

ited protection of the members' personal data. By entering the Loyalty Programme, it is considered that the member has given express permission to receive the Camping Adriatic by Valamar newsletter. Owners of a membership card retain the right to change, correct or delete data related to them and to request removal from the Valamar mailing list. Members can demand that their data be removed from the database at any time. Personal and contact information of the members is not sold, rented or put at third parties' disposal without the consent of the information's owner.

*Valamar Group: Valamar Riviera d.d., Puntizela d.o.o.

9. AMENDMENTS TO THE LOYALTY PROGRAMME TERMS AND CONDITIONS

Valamar can make amendments to these Terms and Conditions over time. Valamar retains the right to terminate the Loyalty Programme or to replace it with any other rewards Programme at any time without specifying reasons. Valamar will take all the necessary steps to inform the members about amendments or the termination of the Programme in due time and will not bear responsibility for potential losses or damages to members when the changes take effect. In case of the termination of the Loyalty Programme, Valamar will enable members to use their reward points within one year. Upon the termination of the Loyalty Programme, the Loyalty Programme membership will automatically stop. Unused reward points will be irretrievably deleted.

Termination or replacement of the Loyalty Programme does not constitute a valid ground for the Loyalty Programme members to claim damages.

In the event of a dispute between Valamar and a Loyalty Programme member, Croatian law is applied, any disputes relating to the provision and application of these Terms and Conditions shall be settled primarily by agreement or, if this is not possible, the territorial jurisdiction of the competent court will be determined according to the headquarters of Valamar.

The currently valid Terms and Conditions of the Loyalty Programme is available at the web address **www.camping-adriatic.com/loyalty**.

10. NOTIFICATIONS ABOUT THE PROGRAMME

All information related to the Loyalty Programme is available at the website **www.camping-adriatic.com/loyalty**.

All questions about membership and notifications about changes in personal data or any other information relevant to the membership can be sent by the members to the following e-mail address: **info-loyalty@camping-adriatic.com**; or contact Valamar through the online form available on the website.

The Terms and Conditions given here begin to take effect on the date of their adoption.

In Poreč, on 25 March 2016

MANAGEMENT OF VALAMAR RIVIERA d.d.