

Loyalty Club WELLNESS HOTEL BABYLON

Introduction:

- The Loyalty Club is administered and operated exclusively for online bookings made via the Profitroom Booking Engine.
- We monitor the total amount spent by guests on accommodation during all of their stays at the hotel.
- The value of these stays is accumulated, and once specified financial thresholds are exceeded, guests automatically receive various rewards—either a discount on their next stay or one of the auxiliary services provided by the hotel.
- The accumulated amount includes only sums spent on accommodation; spend made in bars or restaurants or on any other auxiliary services is not included.
- Discounts or services may be redeemed with the next booking provided that the same e-mail address used during registration is used.
- The discount shall be applied once guests log into their profile through the WHB booking portal, where the preferential rate will be visible in the form of a crossed-out standard price and a highlighted loyalty price corresponding to the tier assigned.
- Information regarding guests' loyalty tier is accessible on the WHB booking portal under the login details provided during registration.
- Loyalty tiers expire 6 months after the last confirmed booking. After the expiry of the tier from the last booking, Club Members shall be downgraded to a lower tier.
- If Club Members remain inactive for 3 years, which means no stays have been completed through their account via the WHB online booking portal, they shall automatically be removed from the Loyalty Club database maintained in the Profitroom Suite application.

Reward system

Total amount spent on stays	Tier	Reward
Upon registration	No previous stays	No reward; discount incentive starting from the second stay
From the second stay – CZK 10,000	Start	2% discount on the next stay
CZK 11,000 to CZK 25,000	Silver	5% discount on the next stay

CZK 26,000 to CZK 50,000	Gold	10% discount on the next stay or free-of-charge parking
CZK 51,000 and above	Platinum	15% discount on the next stay, a bottle of wine, or a one-day wellness centre pass

RULES OF THE WELLNESS HOTEL BABYLON LOYALTY CLUB

1. INTRODUCTORY PROVISIONS

1.1. These Rules apply to Members of the WHB Loyalty Club who joined the Programme on or after 19 May 2025.

1.2. These Rules define the rights and obligations of the Organiser and Club Members.

1.3. The following terms used in the Rules shall have the meaning as specified below:

a) **Club Member** – an individual aged 18 or over who is able to make bookings at premises operated by the Organiser.

b) **Organiser** – Wellness Hotel Babylon.

c) **Club** – the Loyalty Programme organised by the Organiser and intended exclusively for Club Members.

d) **Benefits** – special offers, discounts, and rewards provided by the Organiser to Club Members to be used by Club Members in keeping with these Rules.

e) **Special Offers** – a type of Benefit assigned on the basis of automated decision-making (including profiling) by the Organiser using data related to Club Members' bookings (e.g., an e-mail address, dates, the location of stay, booking conditions, birthdays, cancellations and payments). Profiling forms part of the Club and its Benefits and may be presented by e-mail (subject to consent to receive marketing communications) or after logging into the booking system on the property's website.

f) **Rules** – this document.

2. TECHNICAL REQUIREMENTS

2.1. Club Members are required to have internet connection and an active e-mail address accessible by Club Members.

2.2. For assistance or enquiries contact the Organiser.

3. CLUB MEMBERSHIP TERMS AND CONDITIONS

3.1. **JOINING:** Club Members join the Club by providing their personal details and accepting these Rules.

3.2. RIGHTS AND OBLIGATIONS:

Club Members undertake to comply with the Rules and to provide accurate information,

including personal details they are authorised to use. Club Members undertake not to act unlawfully or contrary to good conducts. Club Members are entitled to use the Benefits assigned to them when making bookings. They are supposed to use the same e-mail address each time or log in to ensure correct allocation of Benefits. In case of difficulties, Club Members may contact the Organiser. Benefits may not be sold or transferred to third parties.

3.3. RESIGNATION: Club Members may unsubscribe from the Club at any time after logging into the Organiser's booking system.

3.4. TERMINATION: The Organiser may suspend or terminate the Club at any time for legitimate reasons (technical modifications, operational reasons, changes in legislation). This shall not affect Benefits already granted to Club Members. Club Members will be notified of the termination by e-mail in advance.

4. BENEFITS

4.1. Benefits include Special Offers, discounts, and rewards. These may vary depending on Club Members' behaviour which influences profiling (see above). Benefits may be one-off or recurring.

4.2. If Benefits are time-limited, they must be redeemed within the specified period, otherwise they will expire.

5. RIGHTS AND OBLIGATIONS OF THE ORGANISER

5.1. The Organiser may update the catalogue of Benefits without limiting the use of Benefits already granted.

5.2. The Organiser is obliged to act in accordance with these Rules.

6. LIABILITY

6.1. The Organiser shall be liable within the limits of the law for the Organizer's acts and omissions and shall act in keeping and acts in accordance with consumer protection legislation.

6.2. Neither the Organiser nor the provider of the booking system shall be liable for:

- incorrectly submitted information by Club Members,
- unavailability of internet access,
- malfunction of the user's device or software,
- damage or losses caused by third parties beyond the Organiser's control,
- damage resulting from force majeure or external payment channels.

6.3. Liability exemptions do not apply where prohibited by law, particularly in cases of intentional harm.

6.4. Claims are subject to statutory limitation periods.

7. COMPLAINTS

7.1. Club Members have the right to make a complaint, which will be dealt with within 30 days. Complaints must include the name, surname and e-mail address, and a description of the issue. Complaints may be submitted in writing or by e-mail.

7.2. A response will be provided in the same manner in which the complaint was submitted.

8. PERSONAL DETAILS AND PRIVACY

The principles governing the processing of personal details are described in the Privacy Policy available on the Organiser's website at: CENTRUM BABYLON, a.s., Company ID: 25022962, registered at Nitranská 415/1, Liberec III-Jeřáb, Liberec 460 07.

Contact for exercising your rights:

Telephone: +420 485 249 111

E-mail: gdpr@centrumbabylon.cz

Website: <https://www.centrumbabylon.cz/cs/zasady-ochrany-osobnich-udaju/>

9. FINAL PROVISIONS

9.1. The Organiser reserves the right to amend these Rules.

9.2. In the event of a breach of law, the individual concerned is obliged to contact the Organiser.

9.3. Legal relations not governed by these Rules shall be governed by the laws of the Czech Republic or the laws of the consumer's country of residence.