



## Park Avenue Loyalty Rewards Programme Terms and Conditions

Park Avenue Loyalty Rewards Programme is a frequent reservation programme designed to reward Bookers for booking at Park Avenue Hotels and Suites. The following Terms & Conditions are intended to protect members of Park Avenue Partners. Should you require further clarification, please do not hesitate to contact our Membership Services Team at (parkavenuemember@uel.sg) or log on to [www.parkavenueintl.com/loyalty-rewards](http://www.parkavenueintl.com/loyalty-rewards)

### 1. DEFINITIONS

- a. "PA" means Park Avenue Hotels & Suites.
- b. "Company" means the company registered, by PA, as a member participating in the Programme.
- c. "Participating Hotel" means all 4 properties under PA, namely Park Avenue Rochester, Park Avenue Changi, Park Avenue Clemenceau and Park Avenue Robertson are covered under the Programme.
- d. "Points" means rewards points awarded by PA under the Programme.
- e. "Programme" means Park Avenue Loyalty Rewards Programme operated by PA from time to time.
- f. "Member" means any person designated, from time to time, by the Company, in writing, as authorised to submit bookings on behalf of the Company and accepted by PA.
- g. "Membership" means membership of the Programme.
- h. "Qualifying Room Rate" means room rates for an overnight stay at a Participating Hotel at the eligible rate.

Non-eligible room rates includes but not limited to:

- i. Complimentary rooms
- ii. Room rates in conjunction with airline and/or travel industry discounts;
- iii. Room rates of airline crew members paid by the airline;
- iv. Room rates for Group conventions/ Wholesale rates;

shall not qualify as a Qualifying Room Rate.

Qualifying Room Rates excludes gratuities, concierge and other hotel incidentals and non-hotel expenditures booked and paid for through the Participating Hotel.

### 2. MEMBERSHIP ELIGIBILITY AND ENROLMENT

- a. Subject to Condition 2b, any company incorporated in the participating country/hotels may apply to be a participating member in the Programme.
- b. Travel agents and any other companies who earn commission are not eligible to participate in the Programme.
- c. The Company shall nominate Members who shall be duly authorised by the Company to submit hotel bookings on behalf of the Company.
- d. The Member represents and warrants in respect of the Programme that: (i) he/she is duly authorised by the Company to act for and on behalf of the Company, and that all permissions and requisite internal approvals from the Company have been obtained by the Member; and (ii) all Company's policies shall be complied with at all time. The Member undertakes to keep the Company aware of the Points obtained under the Programme.
- e. Park Avenue Loyalty Memberships are issued on a two (2)-year basis. For re-qualification at the end of the one (1)-year membership, Member must fulfil a minimum of SGD1,500 room revenue over the period of their membership. Please refer to notices posted on



[www.parkavenueintl.com/loyalty-rewards](http://www.parkavenueintl.com/loyalty-rewards) or to other Programme communication, whichever applicable, for latest updates.

- f. PA reserves the right to terminate the Membership at any time without assigning any reason or giving any notice.
- g. Membership shall automatically terminate immediately upon the Member ceasing to be an employee of the Company. Points transfer is subjected to PA's approval.
- h. Upon termination of a Membership, all rights, benefits, points and privileges of the member shall immediately cease and all points remaining in the Member's account shall immediately expire and be of no redemption value.

### **3. POINTS ACCUMULATION**

- a. Points will be awarded only after activation of membership. Only Qualifying Room Rate at any Participating Hotel(s) will be awarded points. The credit of Points awarded under the Programme shall be to the appointed Member of the Company and only to the Member who made the booking.
- b. To ensure the accurate record of Points, each Member must quote the Membership Number assigned by PA to the Company at the time of the making of the booking. PA will not accept any responsibility for Points not credited to a Company as a result of a failure in the part of the Member to provide the correct or any Membership Number.
- c. Should Member wish to claim points as a result of failure to provide Membership Number during booking, PA will only award points that is within one (1) month of guest check-out date.
- d. Each Member should keep a record of every booking made by him or her, and shall provide PA with a copy of such record upon request by PA for verification.
- e. PA reserves the right to make such adjustments as it considers appropriate to the Points awarded in respect of any hotel booking to correct any error or to cancel any Points awarded if the booking does not materialise; if the hotel stay is in a room of a category other than that for which the booking was made. No points will be awarded for room bookings made through third party outside PA.
- f. Points earned in the Programme have no monetary value. There will be no exchange of Points for cash. Points are available for use only in redemption of awards under the Programme.
- g. PA may at its discretion permit the Company to transfer the Points awarded to him/her to another Member.
- h. PA reserves the right to terminate the Membership account with no activity (as defined by hotel books) for one (1) year. Booking credits, points and any other benefits will expire if the Member account has no activity for one (1) year.

### **4. POINTS EXPIRATION**

- a. Points are valid for 24 months from the month of award or until membership expiry, whichever is sooner.
- b. All Points have an expiry date and use of the Points must occur before that date. Unused Points will lapse upon expiry.
- c. All unused Points awarded to the Member(s) of the Company will be automatically cancelled if the Company ceases to participate in the Programme or if the Programme is terminated. If the Company notifies PA that a Member has ceased to be a "Member", all unused Points awarded to that Member shall, on the date of that notice, be cancelled and have no redemption value.
- d. PA shall not be required to give the Company or any Member any notice of the cancellation of any Points and shall have no liability for such cancellation.

### **5. NOTICE OF ACCUMULATED POINTS**

- a. A Member may login onto the website [www.parkavenueintl.com/loyalty-rewards](http://www.parkavenueintl.com/loyalty-rewards) to check the number of Points credited. Members' login details will be provided upon successful registration.



- b. No hard copy statement will be sent to Members unless requested in writing and at the Member's cost.
- c. The credit of Points will be done on a monthly basis on or about the middle of the following month.

## **6. POINTS REDEMPTION**

- a. Points are redeemable for such rewards and benefits as are set out from time to time in PA's prevailing Park Avenue Loyalty Rewards Programme Catalogue available on the website.
- b. Redemption of rewards shall be submitted via the Internet at [www.parkavenueintl.com/loyalty-rewards](http://www.parkavenueintl.com/loyalty-rewards)
- c. PA will not be responsible for any Points used by the Member in any circumstances and in particular where a Member redeems Points via the website without prior notice to the Company.
- d. Subject to stock availability and the Member possessing the requisite number of available Points, PA will issue to the Member the selected reward or benefit. Once PA has accepted a redemption request, the redemption shall become final and may not be cancelled or altered.
- e. Benefits awarded under the Programme are not refundable, returnable, exchangeable or replaceable. PA will send rewards vouchers by ordinary post to the Member at the risk of the Member.
- f. The use of rewards vouchers must be within the validity period stated on the voucher. If no such period is stated on the voucher, the validity period for a rewards voucher will be six (6) months from the date of its issuance. PA shall not provide any compensation for, or re-issue or replace any expired, lost, destroyed or damaged rewards voucher.
- g. A rewards voucher is only useable to obtain the goods, services or benefits described in the rewards vouchers. A rewards voucher is not exchangeable for cash. A rewards voucher has no other use. If the selected goods, services or benefits are not available for any reason, PA reserves the right to arrange to substitute such goods, services or benefits with alternative goods, services or benefits of similar value.

## **7. USING THE AWARDS VOUCHERS**

- a. The issuance of rewards voucher does not constitute a reservation. The Member shall be responsible for making the reservation and shall notify the Participating Hotel that payment will be made with a rewards voucher.
- b. A rewards voucher may specify a face value. The accumulation and use of such vouchers is, in stated circumstances, permitted. If the amount payable to the Participating Hotel exceeds the face value of the rewards voucher(s), the Member shall settle the difference in cash and no further discount is applicable. There will be no refund, in cash, if the amount payable to the Participating Hotel is below the face value of the rewards voucher(s).
- c. Rewards vouchers are not valid for use in conjunction with other membership or privilege cards, or during festive celebrations, sales, promotions or for discounted items and other special offers.
- d. In the case of a redemption of overseas accommodation rewards, the Member will have to make their reservations directly with the hotel. Member must produce the voucher upon check-in at the hotel. Any peak period surcharge shall be borne by the Member.
- e. The use of a rewards voucher may be subject to certain restrictions. The redemption procedure and the terms and conditions applicable to the use of the rewards voucher are set forth in the rewards voucher. It is the Member's responsibility to familiarise himself/herself with all applicable restrictions and these Terms and Conditions before using the rewards voucher.
- f. Any additional meals, transportation or accommodation arrangements and any ancillary costs incurred in connection with the use of any rewards voucher will be the sole responsibility of the Member.
- g. The Member shall settle any claim, dispute or question arising in connection with the use of any rewards voucher directly with the Participating Hotel at which the rewards voucher is used.



- h. PA is not the supplier or provider of any goods, services or benefits under the Programme. PA shall have no liability whatsoever for any loss or damage arising out of a complaint which the Member may have, against any Participating Hotel (including any failure by the Participating Hotel to honour any rewards voucher), or any complaints about the quality of the goods, services or benefits obtained from such Participating Hotel.

## **8. MISCELLANEOUS**

- a. **Personal Data - Update of Personal Information**  
Each Member is responsible for advising PA of any personal information changes. A Member may choose to update his or her personal information via [www.parkavenueintl.com/loyalty-rewards](http://www.parkavenueintl.com/loyalty-rewards). Data collected in conjunction with the Park Avenue Loyalty Rewards Programme shall be considered the property of PA at all times.
- b. **Use of Information Collected**  
PA may share a Member's data and information which it collects as part of this Programme with its personnel and with the PA Group or which operate their hotels under a franchise agreement with a PA Company. PA may also share this information with selected third parties who offer goods or services that may be of interest to PA Members or with other companies with whom it has entered into cooperative or co-sponsored promotions, products or services.
- c. **Legal Requirements - Disclosure of information**  
PA / Service Provider will also disclose a Member's data and information, without the Member's permission, if PA / Service Provider believes, in good faith, that such disclosures are required by any applicable law or court order or if such disclosures are necessary to investigate activities that may be harmful or injurious to the PA Group or to the PA website, to hotel guests, employees, or agents or to any Participating Hotels.
- d. **Service Providers**  
PA relies on third parties to provide services both through the PA Rewards website and in other communications with Members and potential Members of the Programme. While PA generally requires such service providers to conform to these privacy policies and guidelines, PA cannot control and shall not be responsible for their conduct if they fail to abide by these policies and guidelines.
- e. **Third Party Websites**  
PA cannot control and is not responsible for the collection of personal information by third-party websites, including websites owned or controlled by hotel room sellers, travel companies, or other distributors or any websites not controlled or authorised by PA. Members may be able to access third-party websites through links on the PA websites. Such third-party websites have their own separate privacy practices. PA has no control over and no responsibility or liability for the practices and policies implemented by such third parties on their websites. Certain third-party websites may have received permission from PA to use PA trademarks, but may not provide a link to these Terms and Conditions or to the PA Privacy Policy and Disclosure. Members should communicate directly with such websites to get information about their privacy practices and policies.

These Terms and Conditions and the PA Privacy Policy and Disclosure do not cover customers who enter the PA websites through links from non-PA sites, such as those of advertisers or other content providers.

- f. By participating in PA Loyalty Rewards, Members agree that PA and its related corporations (collectively, "Park Avenue Hotels & Suites") may collect, use and process your personal data for the purposes of conducting PA Rewards [(including publishing information relating to the winners



on various medium such as the newspapers and internet)], sending communications, updates and marketing information to Members, conducting market surveys and analysis, and for such other purposes permitted and/or required under applicable law ("Limited Purpose"). Members further agree that we may disclose and transfer Members' personal data to any third party, both within and outside Singapore, for or in connection with the Limited Purpose, or to the extent required in the normal course and scope of our business. This may include disclosure to our third party service providers, auditors, lawyers, consultants, agents, subcontractors or partners.

- g. Without limiting the generality of Clause f, Members specifically agree that we may send information about the goods, services, promotions, special offers and/or events of the PA Group to you, by SMS, telephone calls, faxes, emails and mail.

## **9. GENERAL**

- a. These terms and conditions govern the Programme and all Members' participation in the Programme.
- b. The Company agrees to ensure and procure that each Member shall observe and abide by these Terms and Conditions and shall indemnify PA against any loss or damage, cost or expense suffered or incurred by PA arising from any Member's failure to observe and abide by these Terms and Conditions.
- c. A Member shall by accepting the award of any Points or in submitting a request to redeem any rewards under the Programme be deemed to have agreed to and to have accepted these Terms and Conditions.
- d. The Company acknowledges and agrees that each Member is awarded Points in his or her personal capacity and for his or her own benefit. The Company has authorised each Member to liaise with PA on all matters relating to the Programme (including dealing with the Points awarded under the Programme) and PA may accept and act on any instruction or request made by or on behalf of any Member without reference to the Company.
- e. It is the responsibility of the Member to inform PA, in writing, should there be a change in the Company's details or in the details of the Member.
- f. PA reserves the right to amend any Member's Points balance to rectify the Points balance of the Member arising due to processing errors.
- g. PA may at its sole discretion modify, suspend or terminate the Programme or amend these Terms and Conditions at any time. PA will give advanced written notice to the Company and the Member, wherever practicable, of such change, suspension or termination. Any notice published on the Internet at [www.parkavenueintl.com/loyalty-rewards](http://www.parkavenueintl.com/loyalty-rewards) shall constitute adequate notice to the Company and the Member.
- h. PA will determine and resolve all questions or disputes regarding eligibility for the Programme, the award, transfer or combination of Points or the availability of Points for accrual or redemption of rewards. PA's decision shall be final.
- i. PA's failure to enforce any of these Terms and Conditions does not constitute a waiver of such Term or Condition.
- j. The law of the participating country (Singapore) shall govern the Programme and these Terms and Conditions.
- k. If any of these Conditions become void or unenforceable for illegality or otherwise in the country of the Company and/or the Member's domicile, for any reason whatsoever, by operation of law in that country, the Member's participation in this Programme shall immediately lapse and be of no effect and all Points in the Member's account shall be cancelled with immediate effect.

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