TERMS & CONDITIONS OF THE LOYALTY

Kur-Hotel Pyramide Sibyllenbad

1. Introductory Provisions

These General Terms and Conditions govern participation in the loyalty programme (hereafter “Loyalty Programme”), operated by the operator of Kur-Hotel Pyramide Sibyllenbad, Bad Neualbenreuth (hereafter “Hotel”).

The Loyalty Programme is intended to reward guests who book and pay for their stays directly with the Hotel, based on the total value of their bookings.

2. Establishment, Progress and Termination of Membership

2.1. Joining is free and voluntary.

2.2. Any natural person who has reached the age of 18 may become a member and must register properly in accordance with these Terms and Conditions.

2.3. Registration is carried out online via the Hotel’s website or as part of a direct booking. By confirming the registration, the guest agrees to these Terms and Conditions and undertakes to comply with them.

2.4. Membership is established upon completion of registration. The guest will be informed by e-mail about the establishment of membership.

2.5. Each person may register only once. If a person attempts repeated registration, the Hotel is entitled to reject the application.

2.6. The member may end membership at any time without stating reasons by written notice (e-mail or post) to the Hotel.

2.7. The Hotel reserves the right to terminate or suspend membership unilaterally, in particular in the event of:

- a material breach of these Terms &
- fraud or attempted fraud against the Hotel,
- attempted double registration.

3. Tiers & Benefits

3.1. The basis for classification is the cumulative accommodation revenue (value of direct bookings for overnight stays) of the member at the Hotel. Payments for cancellation fees, statutory and local charges, and damages caused by the guest are not considered when calculating.

3.2. Only stays booked and paid directly with the Hotel are considered (by telephone, e-mail or via the website). Stays booked through travel agencies, tour operators, or booking portals (OTAs) are not considered when calculating.

3.3. Based on the achieved cumulative booking value, the member is assigned to the following tier:

Tier	Cumulative booking value	• Benefits
Start	from registration	• Welcome drink offer

Bronze	from €800	• 5% discount on your next Wellness stay
Silver	from €2,000	• 10% discount on your next Wellness stay
Gold	from €5,000	• 15% discount on your next Wellness stay • 50% discount on parking
VIP	from €8,000	• 20% discount on your next Wellness stay

3.4. The discount applies exclusively to wellness and spa stays, defined as our hotel packages that include admission to Sibyllenbad. The discount does not apply to accomodation with breakfast or half board only, or to any additional services booked separately. It is only valid for direct bookings at the Hotel, is not transferable and cannot be combined with other discounts or promotions unless otherwise stated.

3.5. Entitlement to the respective tier and its benefits is linked to the e-mail address provided during registration; for recognition, the same e-mail address must be provided with every booking.

3.6. After registration, booking value & tier display in member's account.

3.7. The discount can be booked or redeemed exclusively via the Hotel's website.

3.8. If no new booking is made within 12 months, the member will automatically be moved back to a lower tier.

3.9. The discount is not transferable and may be claimed exclusively by the member themselves. If used by another person, the Hotel is entitled to calculate the price difference on site.

3.10. Discount covers only accommodation revenue (overnight stay price).

4. Using the Benefits

4.1. Tier discount applies at booking, or latest when deposit is paid or reservation is paid.

4.2. Additional benefits (e.g., gift in the room, parking discount) must be claimed from the Hotel staff during the stay.

5. Data protection

5.1. The party responsible for processing personal data in connection with the loyalty program is:

{{data_controller_name}}, {{data_controller_address}}

Email: {{data_controller_email}}, Phone: {{data_controller_phone}}, VAT ID: {{data_controller_tax_id}}

5.2. The hotel processes members' personal data in accordance with Regulation (EU) 2016/679 (General Data Protection Regulation, GDPR) and the applicable German data protection laws.

5.3. For further information on the processing of personal data, please see our Privacy Policy: https://pyramide-sibyllenbad.de/datenschutzerklaerung/

5.4. By confirming the registration, the guest consents to the processing of their personal data for the purpose of administering the loyalty program and—if separately agreed—to marketing purposes.

6. General terms

6.1. The hotel communicates with members by phone, email, and via its website.

6.2. The hotel reserves the right to suspend or terminate the loyalty program at any time, even without giving reasons. Members will be informed on the hotel's website about any suspension or termination.

6.3. The hotel reserves the right to change these terms. Changes will be published on the hotel's website, stating the date they take effect.

6.4. These terms apply from [Date] and fully replace all previous loyalty program rules.

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