



**PuntAla**  
CAMP & RESORT



## LOYALTY PROGRAMME | PUNTALA +

*REWARDS PROGRAMME INFORMATION LEAFLET*

**PuntAla Camp & Resort**

CAMPEGGIO PUNTALA srl | LOC. PUNTA ALA – 58043 CASTIGLIONE DELLA PESCAIA (GR)

# Loyalty Programme | PuntAla +

## What is it?

In this programme you will collect points (coins) to earn exclusive advantages and enjoy these in various forms during your next stays. In short, you can:

- Get free nights and discounts on your stays.
- Enjoy special rates.
- Earn particular advantages during your stay.

Use mixed forms of payment (money + coins) to pay for your stay.

## Who can join?

**Anyone who was already a member of the Loyalty Programme | PuntAla + in the past will participate automatically.**

Any person of age who applies for new membership and has already enjoyed a stay at our resort at a cost of at least 100.00 euros.

**Any family member within the 1<sup>st</sup> degree of kinship who is presented by an existing member in one of the membership levels.**

## How do the coins work?

The coins work just like money. You do not need to struggle with tables or complicated point systems.

**Each coin has a value of 1 euro** and can be used during your stay to pay for accommodations, restaurant services, beach services or at some of the affiliated commercial activities.

## How do I get coins?

Members of the previous editions of the Loyalty Programme | PuntAla + will have their coins already accumulated in the past transferred to their new account.

If you are a new member, you will get at least 1% of your stay's cost in coins each time you stay at the resort.

At the end of your stay you will thus receive coins for:

- The services and rates of overnight stays for at most two accommodations (whether pitches or lodgings) per night per membership.

- Lunches and dinners served à la carte at our internal restaurants.
- Shopping at the *Supermarket PuntAla!*

## How can I use my coins?

It doesn't matter how many coins you have in your account: you may start to use them as soon as they become available (48 hours after your check-out). When you book your next stay, you can deduct any available coins from your holiday's total cost. Once you are at the resort, you can exchange them for additional overnight stays, restaurant services, beach services or at some of the affiliated commercial activities.

## How do I increase my coin balance?

You can increase your coin balance by purchasing stays and services, **eating à-la-carte meals or shopping at our market**. As you move up in the membership levels, becoming a Smart, Plus or Premium Guest, the conversion rate of your stays will increase to up to 5%!

## Other advantages reserved for programme members

One of the advantages of the Loyalty Programme | PuntAla + is the access to special conditions and promotions reserved exclusively for some members of the programme. If you take advantage of these offers for overnight stays and services, you can earn additional coins and thus increase your balance.

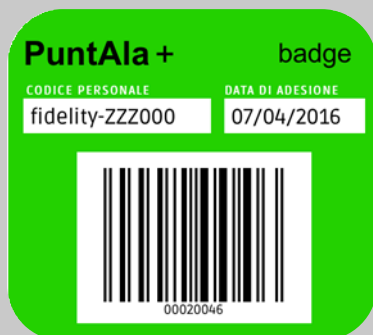
## What are the conditions and methods for joining the programme?

Even though our intention was to make the loyalty programme as simple and streamlined as possible, because of certain legal obligations due to the programme's nature as a "rewards programme" we cannot avoid writing regulations in short form that list the "terms and conditions of participation". We thus ask you to read the concise regulations found below or the complete regulations available on our web site:

[campingpuntala.it/fidelity](http://campingpuntala.it/fidelity)

**SMARTPHONE  
READY**

## How to check your coin balance:



The computerised evolution of our programme has led to an alternative to the plastic loyalty card, the *electronic badge!*

The new format will always be with you on your smartphone or other mobile device. You can open it right away and save it among your browser's bookmarks or keep a copy (a screenshot) in your photo gallery. You can also print it out on a common piece of paper and carry it in your purse or pocket to show it when you're on holiday at the PuntAla Camp & Resort. The cash registers of the participating commercial activities (restaurants Mare and Centrale and our shop "*Market - Come a casa tua!*") are already set up to read your code.

To activate it use your login credentials on the programme's [management page](#).

# CONCISE REGULATIONS

(for the full text regarding the rewards programme please see the complete terms)

## Rates and services

### A) Rates that generate coins, and exceptions

All rates for Mobile Homes and Pitches generate points, with the exception of:

- Special rates offered via wholesalers
- Special rates offered via certain on-line sales channels
- Certain special rates for groups/events
- Certain special rates for conventions and/or agreements with representatives and associations
- Travel vouchers from tour operators or travel agencies
- Special rates for employees of Campeggio Puntala srl and their relatives or relatives by marriage within the first degree of kinship
- Special rates for employees of third parties providing services inside the PuntAla Camp & Resort and for their relatives or relatives by marriage;
- Certain exceptional rates (e.g. promotions/last-minute offers) that may be offered online, by telephone or by e-mail or that can be consulted directly at the resort

### B) Services that generate points, and exceptions

You will earn coins after you have used the services indicated below as long as such services are associated with a stay at the resort whose rate generates coins:

1. Services for your stay - You can earn coins with the purchase of beach and private bathroom services as long as your stay's rate lets you earn coins.
2. Food services - À-la-carte or takeout meals purchased at the restaurants inside the resort generate coins. Excepted from this are services for groups, sports teams or companies, coffee breaks associated with events, celebrations, weddings, banquets, open bar, cocktails, shows and catering. Points are generated on the basis of a value equal to 3% of the total expenses during the stay (including any taxes).
3. Shop services - Products purchased at our "Market PuntAla" generate coins (following registration of your membership at the shop). Points are generated on the basis of a value equal to 3% of the total of your purchases (including any taxes).
4. Technology services - The technology services available at the resort generate coins if they are subject to payment (internet and Wi-Fi).
5. Other services - Other payable services provided by the resort during your stay, such as costs for supplementary cleaning, renting of gas cylinders and other camping equipment, renting of single-family bathrooms, generate coins. The renting of rooms and equipment for events and conventions as well as services provided by third parties do not generate coins.

### C) Services that can be paid with coins, and exceptions

Coins may be used to pay for the services specified below:

1. Accommodation services - Coins can be used to pay for accommodation services, with the exception of accommodation services for groups, travel vouchers from tour operators, offers via wholesalers, exceptional rates (e.g. promotions/last minute-offers) that may be offered and that can be consulted directly at the resort.
2. Food services (if used during the stay) - The coins may be used to pay for food services provided under the system of half board or full board, excluding services that can be purchased on site at the restaurant's premises, services for groups, sports teams or companies, coffee breaks associated with events, celebrations, weddings, banquets, open bar, cocktails, shows and catering.
3. Other services (if provided during the stay) - The following additional services requested at the resort may be paid with coins: internet service, supplementary cleaning service, renting of camping equipment (gas cylinders, other), renting of single-family bathrooms.

## Programme membership levels

There are four different membership levels, each one associated with a personal account. Only three of these guarantee various benefits and advantages to the respective members.

### D) Membership

- *New Guest* = new members accumulate coins for a value of 1% of the total cost of their stay (including any taxes). They cannot enjoy the further advantages provided for programme members with one of the subsequent membership levels.
- *Smart Guest* = members with the level "Smart" accumulate coins for a value of 2% of the total cost of their stay (including any taxes) and can enjoy the following further advantages: Notification via e-mail or sms to let you know in advance about the best rates available and about other promotions reserved for members.
- *Plus Guest* = members with the level "Plus" accumulate coins for a value of 3% of the total cost of their stay (including any taxes) and can enjoy the following further advantages: Notification via e-mail or sms to let you know in advance about the best rates available and about other promotions reserved for members. Access to the priority reception desk (fast check-in).
- *Premium Guest* = members with the level "Premium" accumulate coins for a value of 5% of the total cost of their stay (including any taxes) and can enjoy the following further advantages: Notification via e-mail and sms to let you know in advance about the best rates available and about other promotions reserved for members. Access to the priority reception desk (fast check-in). Guaranteed late check-out at noon for lodgings in the village or late check-out for campers subject to space availability; guaranteed early check-in at 3:00 pm for lodgings in the village. Welcome amenity/gift.

Other exclusive privileges are reserved for members with a "premium" card at some of the resort's shops who will indicate their "participation in the programme" with stickers on their windows.

E) Defining criteria

1. The membership level will be assigned based on the number of accumulated coins (or on the amount paid in case of the level *New Guest*), on the number of repeat stays and on the number of nights for each account holder as of the first period of overnight stays following registration in the programme. According to the table below:
2.
  - New Guest = 1 stay with a value of at least 100 euros spent
  - Smart Guest = 21 nights or 3 stays or 18 coins
  - Plus Guest = 33 nights or 9 stays or 60 coins
  - Premium Guest = 99 nights or 12 stays or 180 coins
3. The member's membership level will be redefined each time the next higher level is reached. The membership status of the entitled member will be updated automatically and communicated to the member.

**Rewards**

- F) Members can convert their coins into rewards to be used in the form of coupons for accommodation services, food services and other services (see table at the end).
- G) Coins can be converted at any time upon explicit request at the resort's reception at least 24 hours prior to the payment of the services to be paid. The member can decide to convert all or only part of the coins, which may be combined with other forms of payment.
- H) The coins can be converted at the latest 6 months after the expiry of the effective period of the Loyalty Programme | PuntAla +, it being understood that the request for conversion must be made before the expiry of said effective period.
- I) The coins cannot be used in combination with other active loyalty programmes of Campeggio Puntala srl or third parties operating in the resort.

**Conditions and methods for joining the programme**

Joining the Loyalty Programme | PuntAla + by registering is an essential prerequisite for enjoying the offered benefits and advantages.

- J) All natural persons who are of age may become members of the Loyalty Programme | PuntAla +. The administrators of Campeggio Puntala and its employees as well as employees of third parties operating at the resort may not join the programme.
- K) The application for registration is made via the relevant form available online on the resort's website. The acceptance of the application is subsequently confirmed in writing by e-mail within at most one week. A unique numeric code, associated with a membership level (New, Smart, Plus, Premium), will be assigned to the member's personal data, and instructions will be sent to access the exclusive sales conditions. Once registration is complete, the member obtains the right to accumulate coins and the possibility of converting these to obtain rewards.
- L) Every programme member may decide at any time to leave the programme by sending a written request. In this case, the member automatically forfeits the right to benefit from the advantages associated with the respective membership level and loses all accumulated coins.
- M) The membership level is not transferable.
- N) New members may derive from the membership level (exclusively in favour of spouses, relatives in the direct line within the first degree and siblings) in the form of joint membership; these enjoy the same rights and benefits connected to the participation in the Loyalty Programme | PuntAla +, independently of who generated the points.

**Duration of programme**

- O) The Loyalty Programme | PuntAla + is effective from 20 April 2018 until 22 October 2013 unless renewed. In case of renewal, all members will be informed in express form (electronic and/or hardcopy), and the membership level will be recalculated based on the new definition criteria.

# Rewards

<b>Accommodation gift card</b>	120 coins	Free night in a Mobile Home****
<b>Restaurant gift card</b>	90 coins	Seafood dinner for two, 3 courses + desert and beverages included (water, bottle of wine and coffee)
<b>Sailing school gift card</b>	80 coins	1 hour of sailing for 2 people in a dinghy with an instructor of the sailing school*, obligatory FIV membership included
<b>Mountain bike gift card</b>	75 coins	2 full-day guided tours (without bike rental) or 1 full-day guided tour with trail bike rental included
<b>"Photo Point" gift card</b>	65 coins	Photography service with CD (30 min., by appointment - at most 20 high-resolution photos)
<b>Aerial Adventure Park gift card</b>	55 coins	Entrance to the Aerial Adventure Park for 90 min. on all trails (per family/max. 5 people)
<b>Beach services gift card</b>	45 coins	Day with umbrella, beach chair and sun lounger + 1 hour of pedal boat
<b>"Boutique" gift card</b>	35 coins	Sweatshirt or other article of clothing of the PCR brand
<b>"Market" gift card</b>	25 coins	Basket with typical products of the Maremma region

# PERSONAL INFORMATION FORM

To complete the fields below please **PRINT IN CAPITAL LETTERS**. The use of this information is necessary to assign the unique personal code to the name of the member of the loyalty programme that you are about to join. The information is also used in accordance with the note on the processing of personal data signed by you at the time of registration at the **PuntAla Camp & Resort**.

Name: \_\_\_\_\_ Surname: \_\_\_\_\_

E-mail address: \_\_\_\_\_ Mobile phone: \_\_\_\_\_

Date of admission to the programme (dd/mm/yy): \_\_\_\_\_ Customer's signature: \_\_\_\_\_

## INFORMATION AND CONSENT FOR THE HANDLING OF PERSONAL DATA

1. Pursuant to articles 13 and 14 of Reg. EU 2016/679 (European Data Protection Regulation), Campeggio Puntala S.r.l., VAT No. 01233070539, with registered office in 58043 Punta Ala, Castiglione della Pescaia, Grosseto, Italy, in the person of its legal representative *pro tempore*, Dr Thomas Andrew Daddi, tax code DDDTMS78P10Z404P, wishes to provide its customer (who joins the Loyalty Programme PuntAla + of the PuntAla Camp & Resort) with certain information regarding the processing of the personal data provided by the customer when completing the form for joining the Loyalty Programme PuntAla + of the PuntAla Camp & Resort.

2. We inform the customer:

(i) that the Controller is Campeggio Puntala S.r.l., VAT No. 01233070539, with registered office in 58043 Punta Ala, Castiglione della Pescaia, Grosseto, Italy, in the person of its legal representative *pro tempore*, Dr Thomas Andrew Daddi, tax code DDDTMS78P10Z404P, tel. +390564922254, fax. +390564920379, e-mail: info@campingpuntala.it; the employees and/or collaborators of Campeggio Puntala S.r.l. are in charge of processing the data;

(ii) that the personal data provided will be processed in compliance with the conditions for lawfulness pursuant to articles 6 and 7 of Reg. (EU) 2016/679 in order to make it possible for the customer to join the loyalty programme promoted by Campeggio Puntala S.r.l. and to obtain the benefits linked to the programme, in order to fulfil this contract, including the fulfilment of legal obligations and the execution of orders from the Authority, in order to carry out activities for the analysis of consumer choices and habits to improve the services offered during subsequent stays, for marketing purposes and to record any violations of the clauses of this contract and/or of contracts concerning hotels, campgrounds and holiday villages in order to verify the existence of the prerequisites for the provision of services in case of requests for future stays. The personal data may also be sent to the following companies: Ma.To s.r.l. (VAT No. - Tax No. 01467010532), Cla.To s.r.l. (VAT No. - Tax No. 01468080534), Centro Velico Punta Ala A.s.d. (VAT No. - Tax No. 01356920536), I-MTB A.s.d. (VAT No. - Tax No. 01454330539), all with registered office in Punta Ala - c/o Campeggio Puntala - 58043 Castiglione della Pescaia (GR); GRAVITY di Giorgia Volta, with registered office at Via degli Affitti 9 - 57021 Venturina (LI), VAT No. 01783740499; Silverfield srl, with registered office at Via Fra Silvestro Maruffi, 3 - 50132 Florence, VAT No. 0648800484. The customer's personal data will be processed without the customer's explicit consent pursuant to art. 6 of the GDPR for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract, for compliance with a legal obligation to which the controller is subject, for compliance with obligations under a law, regulation, community legislation or an order from the authority; with the customer's explicit consent pursuant to art. 7 of the GDPR for marketing purposes (sending of newsletters, commercial communications and advertising materials by e-mail, mail and telephone regarding products and services offered by the controller, surveys regarding the level of satisfaction with the quality of the services, sending of commercial and advertising communications from third parties by e-mail, mail or telephone). Providing the data and hence consenting to the collection and processing of the data is optional; the customer can deny consent and can withdraw a consent already given at any time. However, denying consent may make it impossible to provide certain services;

(iii) that Campeggio Puntala S.r.l. processes some of the data based on the legitimate interests of the controller;

(iv) that processing will take place in automated and/or manual form, using methods and tools able to ensure maximum safety and confidentiality, and will be carried out by persons specifically designated;

(v) that the personal data collected will be stored in compliance with the provisions of art. 5, paragraph 1, letter e) of Reg. (EU) 2016/679 in a form which permits identification of data subjects for no longer than is necessary for the purpose for which the personal data are processed;

(vi) that the customer can assert his/her rights under articles 15, 16, 17, 18, 19, 20, 21, 22 of Reg. (EU) 2016/679 by contacting the controller by means of a request to be sent to Campeggio Puntala S.r.l., including by e-mail (e-mail: info@campingpuntala.it), telephone (+390564922254) or fax (+390564920379), with the right to receive confirmation of the fulfilment of the request, and that the customer has the right to request access to his/her personal data, the correction or deletion of the data, or the restriction of processing from the controller as well as the right to object at any time to the processing of his/her data (including automated processing, e.g. profiling), as well as the right to the portability of the data, and that without prejudice to any other administrative or judicial remedy he/she has the right to lodge a complaint with the Data Protection Authority pursuant to art. 15, letter f) of the above-mentioned Regulation (EU) 2016/679, if he/she considers that the processing of personal data relating to him or her infringes the provisions of Reg. (EU) 2016/679, and that with reference to art. 6, paragraph 1, letter a) and art. 9, paragraph 2, letter a) he/she has the right to withdraw the consent given at any time;

(vii) that in case of a request for data portability, the controller will provide the personal data concerning the customer to the customer in a structured, commonly used and machine-readable format, without prejudice to paragraphs 3 and 4 of art. 20 of Reg. (EU) 2016/679.

3. The customer explicitly approves this information on data protection and gives his/her consent to the processing of his/her personal data with respect to the methods and purposes described above, including the potential transmission to third parties if this is necessary for the provision of a service.

The customer declares that he/she has been adequately informed by Campeggio Puntala S.r.l. regarding the processing of his/her data in compliance with articles 13 and 14 of Reg. (EU) 2016/679 (European Data Protection Regulation).

*Read, approved and signed*

Date \_\_\_\_\_ Customer's signature \_\_\_\_\_

Please complete this form fully and return it to us by e-mail or fax (+39 0564 920379)

For further information: tel. +39 0564 922294 or [fidelity@campingpuntala.it](mailto:fidelity@campingpuntala.it)

*Fields below to be completed by the competent office:*

Membership level:

New Guest: \_\_\_\_\_  Joint member: \_\_\_\_\_  
(specify the membership level of the main member)

Unique numeric code (personal code: fidelity-XXXXXXX) \_\_\_\_\_ Date of admission to the programme (dd/mm/yy): \_\_\_\_\_

signature of employee who completed the file \_\_\_\_\_