

General Conditions - B&me Loyalty Programme

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1. Preamble

The purpose of these General Conditions (hereinafter referred to as the “**General Conditions**”) is to regulate the rights and obligations of the members of the B&me programme (hereinafter referred to as the “**members**”) and of the following B&B HOTELS Group companies (hereinafter, referred to as “**B&B HOTELS**”):

- B&B HOTELS FRANCE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet, 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 378 047 500.
- B&B DREAMLAND HOTEL, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet, 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 808 416 960.
- TANDEM SAS, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 9 boulevard Romain Rolland 75014 Paris (France), registered with the Registre du Commerce et des Sociétés of Paris under number 908 119 746.
- B&B TAKEOVER, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet, 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 904 728 649.
- B&B HOME FRANCE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet, 29200 BREST (France), registered with the Registre du Commerce et des Sociétés of Brest under number 920 291 150.
- BBHO THIONVILLE YUTZ CAROLINGIENS, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 254 467.
- BBHO REIMS CENTRE GARE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 283 821.
- BBHO THIONVILLE YUTZ VIEUX BOURG, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 284 043.
- BBHO BOULOGNE SUR MER CENTRE LES PORTS, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 282 120.
- BBHO LILLE VILLENEUVE D’ASCQ, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 249 210.

- BBHO BLOIS VALLÉE MAILLARD, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 248 618.
- BBHO LILLE ROUBAIX, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 283 086.
- BBHO LIMOGES NORD, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 283 201.
- BBHO ORLÉANS NORD SARAN, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 283 763.
- BBHO LE MANS CENTRE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 282 781.
- BBHO ORLÉANS CENTRE FOCH, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 281 114.
- BBHO ANNEMASSE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 279 779.
- BBHO BORDEAUX AÉROPORT IB, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 280 652.
- BBHO TOULOUSE UNIVERSITÉ, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 255 704.
- BBHO LOURDES, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 283 136.
- BBHO NÎMES CAISSARGUES, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 254 236.
- BBHO VIRY CHATILLON, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 254 806.
- BBHO VITRY SUR SEINE A86 BORDS DE SEINE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 247 792.
- BBHO NIORT MARAIS POITEVIN, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 251 075.

- BBHO CERGY PIERRELAYE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 282 278.
- BBHO MARSEILLE BONNEVEINE, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 254 269.
- BBHO GRENOBLE UNIVERSITÉ, a simplified joint-stock company organised and existing under the laws of France, with registered office located at 271 rue du Général Paulet 29200, Brest (France), registered with the Registre du Commerce et des Sociétés of Brest under number 819 282 682.
- B&B HOTELS BELGIUM, a limited liability company organised and existing under the laws of Belgium, with registered office located at Place Marcel Broodthaers 8 (REGUS Brussels South Station – South Center Titanium), 1060 Saint-Gilles (Belgium), registered with the Banque-Carrefour des entreprises (BCE) under number 0693.764.388.
- B&B HOME BELGIUM, a limited liability company organised and existing under the laws of Belgium, with registered office located at Place Marcel Broodthaers 8 (REGUS Brussels South Station – South Center Titanium), 1060 Saint-Gilles (Belgium), registered with the Banque-Carrefour des entreprises (BCE) under number 1011.289.534.
- B&B HOTELS SWITZERLAND GMBH, a limited liability company organised and existing under the laws of Switzerland, with registered office located at rue Bovy-Lysberg 2 - c/o CMS von Erlach Poncet SA, Succursale de Genève, 1204 Geneva (Switzerland), registered with the Commercial Register of Geneva under number CHE-422.607.448.
- B&B HOTELS GERMANY GMBH, a limited liability company organised and existing under the laws of Germany, with registered office located at Altkönigstraße 10, 65239 Hochheim am Main (Germany), registered with the Commercial Register of the Wiesbaden District Court under number HRB 31371.
- B&B HOTELS MANAGEMENT GmbH, a limited liability company organised and existing under the laws of German, with registered office located at Altkönigstraße 10, 65239 Hochheim am Main (Germany), registered in Wiesbaden District Court Commercial Register under the number HRB 33687.
- B&B HOTELS ITALIA S.P.A, a société limited by shares organised and existing under the laws of Italy, with registered office located at à Via Domenichino, 19 – 20149 Milano (Italy), registered with the Chamber of Commerce of Milan under number 6291950969.
- B&B HOTELS AUSTRIA GMBH, a limited liability company organised and existing under the laws of Austria, with registered office located at pA CCFA, Am Heumarkt 10 1030 Vienna (Austria), registered with the Business Register of Vienna under number FN 461990.
- B&B HOSPITALITY ESPAÑA, S.L., a limited liability company organised and existing under the laws of Spain, with registered office located at Calle Luis Pasteur S/N, San Sebastián de los Reyes (28703), Madrid (B&B Hotel Madrid Aeropuerto T4) (Spain), registered with the Business Registry of Madrid under number Hoja M-684467, Tomo 38485, Folio 105.
- CBBHP – HOTELS IN PORTUGAL, S.A., a public limited liability company organised and existing under the laws of Portugal, with registered office located at Rua Vasco da Gama 5, parish of Moscavide and Portela, municipality of Loures 2685-244 Loures (Portugal), registered with the Business Registry of Lisbon under number 514 820 705.
- B&B HOTELS HUNGARY KFT., a limited liability company organised and existing under the laws of Hungary, with registered office located at Fiastyúk utca 4-8 2. em., Budapest 1139 (Hungary), registered with the Companies Register under number 01-09-333861.

- B&B HOTELS LJUBLJANA, TURIZEM IN HOTELIRSTVO, D.O.O., a limited liability company organised and existing under the laws of Slovenia, with registered office located at Tabor 9, 1000 Ljubljana (Slovenia), registered with the Slovenian Trade Register under number 8292965000.
- B&B HOTELS DENMARK APS, a limited liability company organised and existing under the laws of Denmark, with registered office located at Gammel Kongevej 1, 1610 Copenhagen V (Denmark), registered with the Business Register under number 40380388.
- B&B HOTEL PRAGUE-CITY S.R.O, a limited liability company organised and existing under the laws of the Czech Republic, with registered office located at Karin, Prvniho pluku 674/29 – 186 00 Praha 8 (Czech Republic), registered with the Trade Register under number 247 82 173.
- B&B HOTELS POLSKA SP. Z O.O., a limited liability company organised and existing under the laws of Poland, with registered office located at Place Przymierza 6 03-944 Warsaw (Poland), registered with the Trade Register under number KRS 0000302122.
- B&B HOTELS NETHERLANDS B.V., a limited liability company organised and existing under the laws of, the Netherlands located at Herikerbergweg 238, Luna ArenA-1101CM Amsterdam (Netherlands), registered with the Netherlands Chamber of Commerce under number 862421445.
- B&B HOTELS FLORIDA LLC, a limited liability company organised and existing under the laws of the United States, with registered office located in 1101 Brickell Ave, Suite N-1000 Miami Florida 33131 (United States), registered with the Secretary of State Division of Corporations under number SR# 20233165164.
- B&B HOTELS UK LIMITED, a limited liability company organised and existing under the laws of England, with registered office located at 73 Cornhill London EC3V 3QQ (United Kingdom), registered with the Registrar of Companies for England and Wales under number 13984153.
- B&B HOTELS LUXEMBOURG SARL, a private limited liability company organized and existing under the laws of Luxembourg, with registered office located at 3, rue Gerhard Mercator L-2182 Luxembourg, registered with the Luxembourg Business Register (LBR) under number B294919.

B&B HOTELS offers its Members a service for responding to queries and complaints that may arise in connection with the Loyalty Programme, which can be accessed using the following channels:

- By completing the form located in each of the links of interest described below, selecting 'B&me | Club' as the reason for contact;
- Link to the contact form: [Contact form](#)

2. Purpose and scope

A B&B HOTELS offers a B&me loyalty programme to its business customers and consumers, within the meaning of consumer law, via the hotel-bb.com/pt website (hereinafter referred to as the "website") and its mobile application (hereinafter referred to as the "Application"), dedicated to booking hotel services.

Acceptance of these General Conditions by creating an account in the "B&me" customer area implies the conclusion of an electronic agreement concluded free of charge to join the B&me loyalty programme (hereinafter referred to as the "programme").

By creating a B&me account, members join the B&me programme and unreservedly accept these General Conditions.

Members are expressly informed that these General Conditions do not govern:

- the use of the website, which is governed by the General Conditions of use of the website, accessible [here](#);
- the holiday booking, which is governed by the General Conditions of Sale available [here](#);
- paid subscription to the B&me CLUB programme, reserved for members who have subscribed to the B&me programme, which is governed by the General Conditions accessible [here](#);

3. Eligibility conditions for the programme

To join the programme, members must:

- be at least eighteen (18) years of age and/or of legal capacity (B&B HOTELS reserves the right to carry out any verification to guarantee the member's capacity to participate in the programme).

The programme applies to both consumer and professional customers, within the meaning of the applicable legislation:

- Consumer customer: any natural person acting for purposes that are not part of their commercial, industrial, craft or professional activity;
- Professional customer: any natural or legal person, public or private, who acts, including through any other person in their name or on their behalf, for purposes related to their commercial, industrial, craft or professional activity.

B&B HOTELS reserves the right to carry out any checks to guarantee the member's ability to participate in the programme.

4. Join the programme

4.1 Programme registration

B&B HOTELS customers subscribe to the B&me programme free of charge:

- by filling in a specific form on the website www.hotel-bb.com to create an account in the B&me customer area or on the B&B HOTELS mobile app, available in French, English, Spanish, Portuguese, German and Italian.
- when booking a room on the website.
- directly with the hotel.

The information that the member provides to B&B HOTELS when joining the programme must be complete, up-to-date, accurate and not misleading.

B&B HOTELS reserves the right to ask members to confirm their identity, eligibility and the information provided by any appropriate means.

Members are informed and accept that the information they enter when subscribing to the programme constitutes proof of their identity. The information entered by members is binding on them from the moment it is validated.

Consequently, the member undertakes to update this information in their account so that it always corresponds to the aforementioned criteria or to inform B&B HOTELS of any changes made via the [contact form](#).

Membership is personal and only the member who has subscribed to the programme can benefit from it. Use of the programme by anyone other than the member is prohibited.

It is expressly stated that the programme is entirely paperless. Consequently, no physical support (e.g. a loyalty card) will be given or sent to the Customer when they join the programme.

4.2 Acceptance of terms and conditions

The Customer undertakes to read these General Conditions carefully before subscribing to the programme on the website and expressly accepts them by clicking on the button to validate the creation of an account in the B&me customer area.

These General Conditions are referenced at the bottom of each page of the website via a link and should be consulted before subscribing to the programme.

Specifically, members are invited to carefully read, download and print the General Conditions and keep a copy.

5. The advantages of the programme

The B&me programme allows customers to benefit from a series of advantages described on a specific page of the website <https://www.hotel-bb.com/en/loyalty-program-advantages-and-status> particularly for bookings made on the website. The advantages of the B&me programme may vary from country to country.

The advantages of the B&me programme:

- are non-transferable;
- are non-refundable;
- cannot be combined with bookings made with a company code;
- cannot be combined with discounts granted under the B&me CLUB loyalty programme;
- can only be used when bookings have been made on the website and in the Application.

The Customer is expressly informed that the advantages offered under the B&me programme are subject to change. The Customer will be informed of any definitive termination of the B&me Programme by email.

6. Effective date and duration of the programme

The member benefits from the programme from the date of subscription to the programme, for an indefinite period, without prejudice to the right of either party to terminate the programme on reasonable notice or in the event of non-compliance with the conditions of Article 8 of this document.

7. Members' obligations

By subscribing to the programme, each member undertakes not to cause any disturbance to public order, to comply with the laws and regulations in force, to respect the rights of third parties and to comply with the provisions of these General Conditions.

In particular, each member must:

- behave fairly and loyally towards B&B HOTELS;
- be honest and truthful in the information provided to B&B HOTELS;

- use the features of the programme in accordance with its purpose, as described in these General Conditions;
- not misuse the programme to commit crimes, offences or infringements punishable by criminal law or any other law;
- respect the privacy of third parties and the confidentiality of correspondence;
- respect the intellectual property rights of B&B HOTELS relating to the elements of the programme;
- not modify the information placed online by B&B HOTELS;
- not disseminate data that may have the effect of reducing, disrupting, slowing down or interrupting the normal operation of the programme or the website.

8. Programme cancellation

8.1 Cancellation of enrolment in the programme on the member's initiative

Members can ask to be removed from the programme at any time directly via their member account or by sending a request via the [contact form](#).

B&B HOTELS will unsubscribe you from the programme as soon as possible and send you a confirmation e-mail.

Unsubscribing from the programme results in the deletion of the member's "B&me" digital account and the loss of all unused benefits associated with the programme, from the date of receipt of the unsubscribe request.

8.2 Termination of the programme at the initiative of B&B Hotels

A B&B HOTELS may terminate membership in the event of non-compliance by the member with their obligations under these General Conditions, which may be due in particular to fraudulent behaviour by the member or non-compliance with the eligibility conditions for the programme set out in Article 3.

9. Liability

B&B HOTELS will not accept any liability if it proves that the non-fulfilment or poor performance of these General Conditions is attributable either to the member, to an act of a third party to the agreement or to a case of force majeure, under the terms of the applicable Portuguese law.

10. Changes to the loyalty programme

These General Conditions may be modified and updated by B&B HOTELS at any time, in particular to adapt to legislative or regulatory changes.

The applicable General Conditions are those in force at the time of browsing the website.

Members shall be informed of any substantial changes by email no later than thirty (30) days before their entry into force.

11. Protection of personal data

B&B HOTELS collects and processes the personal data of its members in accordance with the applicable regulations on the protection of personal data, namely EU Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 and Law 58/2019 of 8 August.

Members have a right of access, modification, rectification, opposition, portability and limitation under the terms and conditions set out in their [Privacy Policy](#).

12. Intellectual property

These conditions do not imply any transfer of property rights of any kind, particularly intellectual property rights, over the elements belonging to B&B HOTELS for the benefit of the member, who is in any case prohibited from carrying out any action or performing any act that may directly or indirectly violate B&B HOTELS' intellectual property rights.

In this regard, it is specified that the content of the website, the general structure, as well as the brands, designs, models, images, whether animated or not, texts, photographs, logos, graphics, software and programmes, search engines, databases, sounds, videos, domain names, design and all the other elements that make up the articles and the website or any other information that appears on it, without this list being exhaustive, are the exclusive property of B&B Hotels or its partners or third parties who have granted it a licence, and are protected by intellectual property rights that are or will be recognised in accordance with current legislation.

Any reproduction and/or representation, in whole or in part, of any of these elements, without the express authorisation of B&B HOTELS, is prohibited and would constitute, in particular, but not exclusively, an infringement of B&B HOTEL's intellectual property rights.

13. General provisions

If one of the clauses of these General Conditions is deemed illegal or unenforceable by a court decision, the remaining provisions shall remain in force.

The information provided by the hotels-bb.com website is considered authentic between the parties. Elements such as the date and time of receipt or transmission, as well as the quality of the data received, will be considered authentic as they appear in B&B HOTELS' information systems, unless the member provides written proof to the contrary. The scope of proof of the information provided by B&B HOTELS' information systems is that conferred on an original in the sense of a document written on paper, signed by hand.

14. Disputes

14.1 As far as consumer customers are concerned

These General Conditions shall be executed and interpreted in accordance with Portuguese law. In the event of a dispute, the member should contact B&B HOTELS customer service as a priority in order to reach an agreement.

For any information or complaints, B&B HOTELS customer service is available to members by email, by sending a request via the [contact form](#).

Any dispute that may arise from the interpretation and/or execution of these General Conditions shall be submitted to the Portuguese Courts where the Member is habitually resident, without prejudice to alternative dispute resolution and consumer mechanisms.

In the event of a dispute, the Member may also have recourse to the following Dispute Resolution Entities:

- a. Consumer Conflict Arbitration Centre of the District of Coimbra Tel.: 239821690. E-mail: geral@cacrc.pt;
- b. Lisbon Consumer Conflict Arbitration Centre Tel.: 218807030. E-mail: juridico@centroarbitragemlisboa.pt;

- c. Porto Consumer Information and Arbitration Centre Tel.: 225508349; E-mail: cicap@cicap.pt;
- d. Vale do Ave Consumer Conflict Arbitration Centre/Arbitration Court Tel.: 253422410; E-mail: geral@triave.pt;

For more information consult the Consumer Portal at <https://www.consumidor.gov.pt/>

If there are no alternative dispute resolution body(ies) or the existing one(s) do not consider themselves competent due to the value of the dispute, the consumer can turn to the National Centre for Information and Arbitration of Consumer Conflicts, located in Lisbon, with the email address: geral@cniacc.pt and available at <https://www.cniacc.pt/pt/>.

In accordance with Article 14 of Regulation (EU) No 524/2013, the European Commission allows an online dispute resolution procedure . If you would like information on the various options available to you in the event of a dispute, the European Commission provides a consumer assistance service, which can be accessed via the following link: [Consumer Help](#)

14.2 As far as professional members are concerned

The parties shall use their best endeavours to resolve amicably any dispute that may arise between them regarding the interpretation, execution or termination of these General Conditions.

IN THE ABSENCE OF AN AMICABLE AGREEMENT BETWEEN THE PARTIES, ANY DISPUTE MUST BE SUBMITTED TO THE COURTS OF THE DISTRICT OF LISBON, WHICH IS EXPRESSLY GRANTED JURISDICTION TO SETTLE THE DISPUTE.