



Our relationship has its conditions

The benefits included in the Axel Hotels loyalty club are only valid for members and for bookings made through axelhotels.com.

To join "Axel and you" you need to register with your personal details and a valid email address.

Like everything in life, the benefits of the program may change. You can check them whenever you want by accessing your "Axel and you" account at [Axel and you \(axelhotels.com\)](https://axelhotels.com).

This is the moment of "I do". Joining "Axel and you" implies that you have read and agree to the terms and conditions of "Axel and you".

[The terms and conditions of "Axel and you"](#)

1. General

The Axel and you association, as well as its benefits, are offered by AXEL CORPORATION GRUPO HOTELERO (AXEL HOTELS), S.L., CIF tax number B64323900. The objective is to allow members of the Axel and you programme to receive the benefits described below after registering for free on this programme and staying at a participating hotel. The hotels currently participating in this programme are included on the website [Axel and you \(axelhotels.com\)](https://axelhotels.com).

AXEL CORPORATION GRUPO HOTELERO S.L. reserves the right to add or remove hotels from the programme any time at its sole discretion, as well as to modify or withdraw privileges and benefits, establish limitations on the number of rooms and occupants, quota of places per hotel, and dates or seasons for enjoyment of coupons, among other aspects.

1.1 Members

Everyone can take part in "Axel and you". You can only register on the programme if you are over 18 years of age or are of legal age in accordance with your local legislation and have the capacity for entering binding contracts (the programme is not available to minors). AXEL HOTELS employees do not have the right to subscribe to or receive the benefits of the program.

Axel Hotels reserves the right to revoke the status of member for anyone on Axel and you and to withdraw any offer or reservation made due to the following reasons:



- a. Violation of these Terms and Conditions
- b. Misrepresentation of any information or any misuse of this program
- c. Violation of any local, state or national legislation or regulations related with the use of the privileges of the members
- d. Non-payment of the hotel charges
- e. Commission of fraud or breach which includes any part of this program
- f. Physical, verbal or written abuse about a specific hotel or AXEL HOTELS as a chain
- g. Any action, carried out in any way, which is harmful to the programme or any of its agreements.

At any time, a member may decide to cancel their participation in Axel and You by sending an email to axelandyou@axelhotels.com. Cancellation of the status of member entails full and complete removal from the program, as well as permanent termination of the relationship existing between Axel and You and the member. The removal will lead to the deletion of all data related with the members from the Axel and you database.

1.2 Programme

AXEL HOTELS reserves the right to restrict, suspend, interrupt or cancel the Axel and you program by communicating this to all active members with 30 days' notice.

1.3 Changes to the Terms and Conditions

AXEL HOTELS reserves the right to modify, limit, change or cancel the Terms and Conditions of Axel and you, the regulations, benefits, participation conditions, rewards, or parts of these at any time.

1.4 Legal rights

AXEL HOTELS will not be liable for claims for any type arising, directly or indirectly, from relationships between members of the programme and the hotels associated with the programme, regardless of whether this relationship occurred in an operation derived from the intermediation of AXEL HOTELS.

1.5 Data privacy

By registering on Axel and you, members explicitly accept and authorise that the personal information they have provided us in the registration form (I) is processed by Axel Hotels, in its capacity as data manager, by its subsidiaries, affiliates or franchisees, and (II) may be transferred globally to third parties to process their personal data on our behalf or when applicable legislation requires it, as well as in the case of a reorganisation of the company, merger or acquisition occurring, so that this information may be used for the administration of the records of members, guest service, advertising, marketing and for communication purposes. Either they or we may contact you for advertising purposes by email, fax, telephone or post. If the member no longer wishes to receive commercial communications by email, they may unsubscribe from these commercial emails by clicking on the unsubscribe link at the end of the email.



2. Participating hotels

All the hotels that appear on the website www.axelhotels.com except for Telégrafo Axel Hotel La Habana participate in Axel and you.

3. Registration

The registration of the personal account is free of charge and must be done online by completing the form on the Axel and you guest portal.

Members must have a personal email address and a DNI identity document or unique document to register on the program. The personal account of the member is only valid for future stays of the member (not retroactive).

After submitting the form, the member will receive a welcome email.

4. Forms of reservation and rates

Free, company, agency, OTA and group reservations are excluded from the accumulation of points and benefits. The points will only be granted for accommodation and room rates reserved through the AXEL HOTELS website.

4.1 Cancellation of the reservation or no-show at the hotel

In case of a reservation being cancelled or a no-show at the hotel, the member will not earn any points for the reservation, even if they pay the price of late cancellation or no-show.

5. Member benefits

Members benefit from the advantages communicated on the Axel and you website. For reservations made by external means, members will not have any right to receive the communicated benefits of the Axel and you program.

For the member to have the right to obtain points, the reservation corresponding to the claim must be identified with the DNI identity document and email address (individual) of the Axel and you member.

6. Communication

By registering, each member of Axel and you can agree to receive electronic commercial communications from the loyalty club. If the member no longer wishes to do so, they can always cancel this option via their profile.

Any change to the email address, name of the member or any other relevant information of the member must be reflected through the platform or by emailing axelandyou@axelhotels.com



7. Advantages and levels

The members of Axel and you may access different benefits depending on the level they have reached within the loyalty program. All these advantages are shown on the platform and may be modified at any time.

7.1 Levels

There are three levels depending on the number of points accumulated on the system.

- Curious from 0-29,999 points
- Lover from 30,000 to 79,999 points
- Devoted 80,000 points or more

8. Value of the points per reservation made

The value is **10 points** for each euro of the amount of the stay reserved on the website www.axelhotels.com.

*The value of the points remains the same, even if the type of currency changes.

The points are accumulated for redeeming products or services; these points reduce each time a redemption is made. Amounts spent within the establishment for restaurants, bars, wellness clubs, car parks, transfers, tours, events, and resort fees, among others, are excluded.

9. Transfer of points

The transfer of points to another member of the loyalty program is not permitted.

10. Cancellation and expiration of points

The company reserves the right to cancel points for some of the reasons set out in these conditions.

About the expiration of points, the points have a validity of 2 years (which can cause the member's level to drop), unless campaigns are carried out with points which have a different validity period, these campaigns being duly communicated to all members of the club affected.

11. Redemption of points

The points can be redeemed on our platform, and the voucher must be validated at the reception of each establishment. Only persons with an active reservation at that time can redeem vouchers. It is therefore not possible to redeem points if you do not have a reservation in your name at one of our establishments.

