



TEQUENDAMA REWARDS REGULATIONS

1. GENERAL DESCRIPTION OF THE TEQUENDAMA REWARDS PROGRAM

TEQUENDAMA REWARDS is the loyalty program of Tequendama Hotels, designed to reward customer loyalty through the accumulation and redemption of points for reservations made exclusively on the official platform: www.hotelestequendama.com.co

These rules establish the general terms and conditions for participation in the program, including its operation, benefits, customer responsibilities, and causes for suspension or withdrawal. Enrollment in the program implies full acceptance of the conditions described herein.

2. . PERSONAL DATA PROCESSING POLICY

Customers are responsible for the accuracy, completeness, and up-to-date nature of the personal data they provide when registering for the Tequendama Rewards Program. This information is essential to validate the customer's identity, enable their participation in the program, manage benefits, and conduct communications related to their membership.

Any errors, omissions, falsities, or failures to update data will be the customer's sole responsibility and may affect access to the benefits offered. If a customer claims prizes or benefits from the program, they expressly authorize Tequendama Hotels to publish their name and the benefit received in internal or external media, without generating any right to compensation or requiring additional authorization.

Personal data will be processed in accordance with the authorization granted by the data subject and in accordance with the provisions of the Tequendama Hotels Privacy Policy, available at <https://www.hotelestequendama.com.co/es/politica-de-privacidad>. The processing will be carried out for legitimate purposes, such as registration, identity validation, accrual and redemption of points, sending promotional information, and notifications related to the program.

In addition, certain benefits, such as the birthday gift, which will be specified in the benefits portfolio, require the customer to register their identification number. This allows their date of birth to be automatically associated with the database and the benefit to be applied without additional processing. This benefit applies to all program levels.

Tequendama Hotels guarantees compliance with current regulations regarding personal data protection in Colombia and offers customers the appropriate channels



to exercise their rights to access, correct, delete, or revoke their authorization, in accordance with the law; these rights are described at the end of this document.

3. PROGRAM REGISTRATION

Registration for the Tequendama Rewards loyalty program is free and open to individuals of legal age with a Colombian national ID card, a foreign national ID card issued in Colombia, or foreign citizens. However, it is vitally important to note that those with any of the following documentation statuses will not be eligible to register:

- Document canceled due to death, double ID card, minority, improperly issued ID card, or judicial interdiction.
- Document not issued or suspended due to political rights.
- Specific cases of false identity or fraud.

To complete registration for the Program, guests must provide the requested information and authorize the processing of their personal data, in accordance with the Tequendama Hotels Privacy Policy, which is available at the following link: <https://www.hotelestequendama.com.co/es/politica-de-privacidad>.

After registration, each customer will receive a unique alphanumeric password, which, along with their username, will allow them to identify themselves within the Tequendama Rewards program. This password is personal, non-transferable, and necessary to access the Club platform and manage their account. Therefore, the customer is responsible for the proper use of said password. They can assign or change their password at any time through the official website, in the Members Club and Personal Information section. If they forget their password, they must complete an identity validation process to generate a new one.

4. BENEFITS PORTFOLIO

Tequendama Rewards is much more than a loyalty program; it's how we thank our customers for their preference and reward their loyalty. For this reason, by joining our exclusive Members Club, you'll have access to a world of benefits designed especially for our most loyal customers. Among the main unique advantages our members will receive are:

1. Point accumulation: Program members will receive points for every reservation made through our official website, provided they first log in to their Club member profile and select the "Rewards Rate." The accumulation corresponds to 1% of the total value of the confirmed reservation and will be automatically reflected in the customer's account.
2. Welcome rewards: Just by enrolling in Tequendama Rewards, customers automatically receive 2,000 welcome points in their account, which are earned only



for the first and only reservation. This is our way of thanking you for your trust from the very beginning.

3. **Point Redemption:** Once the guest makes reservations as an active Tequendama Rewards member, they can begin redeeming their accumulated points, which can be used to partially or fully cover the value of future reservations, depending on the available balance in their account. However, please note that the minimum redemption amount is 2,000 points.

4. **Special Discounts:** Active Tequendama Rewards members will have exclusive access to promotions, campaigns, and special rates, which will be communicated via their respective email addresses and through the official website. Promotional campaigns will have a defined validity period, which will be communicated and included in each promotional campaign. Changes to the benefit plans will be communicated to guests through the channels defined by Tequendama Hotels so that they are aware of the new conditions of the promotional campaign that will apply to them.

5. **Tiered Benefits:** As the customer accumulates reservations through the official website, they advance within the Tequendama Rewards program, allowing them access to new group levels with increasingly exclusive benefits. Status within the program is determined by the number of reservations made over a 12-month period, and the levels are divided as follows.

- **Tequendama VIP Level:** This is the entry level to the program, automatically granted upon registration. It is valid for a maximum of one (1) year without activity; if no reservations are made during this period, the account is temporarily deactivated. Its main benefits are: 2,000 welcome points, a 10% discount on reservations made online, a birthday gift equivalent to 1,000 additional points in the program, and a welcome cocktail upon check-in. This cocktail is included for companions if they are also members of the club and excluded if they are not.

- **Tequendama EXCLUSIVE level:** Obtained by making 5 reservations online within a period of one (1) year or less. If the guest does not make any reservations for 12 months, they will automatically revert to the Tequendama VIP level. Upgrading to this level provides benefits such as 1,000 additional points per upgrade, 15% discount on online reservations, a birthday gift equivalent to 1,000 additional points in the program, a welcome cocktail, a daily bottle of water in the room, and exclusive access to secret last-minute offers.

- **Tequendama MASTER GOLD level:** This is the highest level in the program and is achieved by completing 10 reservations online within a period of one (1) year or less. If no reservation is made in the following 12 months, the client will be downgraded back to the Tequendama Exclusive level. This level includes special benefits such as 1,500 additional points for upgrading, 20% discount on web reservations, a birthday gift equivalent to 1,000 additional points in the program, a welcome cocktail, a daily bottle of water in the room, access to secret last-minute offers, a Colombian welcome



kit that is delivered only once upon upgrading to the aforementioned level, a room upgrade (subject to availability), personalized check-in, and priority room delivery.

5. ACCUMULATION OF POINTS IN THE PROGRAM

- For each reservation made through the official website, Tequendama Rewards Club members will accumulate points equivalent to 1% of the total reservation value. These points will be automatically credited to the customer's individual account, provided they have logged in with their username and password and selected a Rewards Rate at the time of the transaction. With this understanding, points are assigned exclusively to the account holder, linked to the type and number of the registered document, and are not transferable to third parties or redeemable for cash. Only active accounts in the Program will accumulate points; closed accounts will not have access to benefits.
- Tequendama Rewards points are automatically calculated with each reservation and are reflected in the customer's balance. This balance, along with the account status, can be viewed in each program member's respective profile.
- Tequendama Hotels will assume responsibility for errors in point accumulation, provided they were not caused by the customer. If it is proven that the customer intentionally generated the error, the company may exclude them from the program. If, by mistake, more points than the required amount are credited, Tequendama Hotels may deduct the excess from the customer's account. Conversely, if fewer points are accumulated than the required amount, the error will be corrected by crediting the missing points to the corresponding account.
- In some cases, customers may experience negative balances in their Tequendama Rewards account. However, this can only occur if a transaction is reversed and the customer does not have enough points to cover the reversal. This can also occur if an adjustment is made due to fraud or other irregularity and there is no available balance. Finally, it can occur if a system error is generated, which, once detected, will be corrected.

6. REDEMPTION OF POINTS IN THE PROGRAM

- The points accumulated by club members can be redeemed when making reservations at hotels available through the official Tequendama Hotels platform. Each point is equivalent to ten Colombian pesos (\$10) and can be used to cover part or all the reservation value. As understood, there are two redemption options: the first is that if the customer has enough points, they can cover 100% of the reservation value. The second is a combination of cash and points. In this case, the customer can choose how many points they wish to redeem and complete the remaining value with a cash payment through the platform. Once redeemed, the points used will be automatically deducted from the customer's balance.



- Point redemption is subject to three conditions: the customer must have a sufficient points balance, the hotel must have availability for the selected date, and the total reservation value must be equal to or greater than \$200,000 COP. Additionally, points are redeemed for reservations made exclusively through the website and at the time of booking, as points cannot be redeemed after the reservation has been created.
- Points accumulated in the Tequendama Rewards program are valid for one (1) year. If this period elapses without the customer redeeming a point, the points automatically expire and cannot be recovered.
- Point redemption is limited exclusively to the account holder, who must make the reservation through the club platform and be present at the time of check-in or arrival at the hotel.

7. PROGRAM WITHDRAWAL, ACCOUNT CLOSURE, AND BLOCKING

- Voluntary Withdrawal from the Program: If a guest does not agree with the rules or believes their registration was a mistake, they may request withdrawal from the Tequendama Rewards Program at any time. This request must be made through the official channels provided by Tequendama Hotels. Once the request is made, the account will be closed and all points accumulated to that point will be deleted without the possibility of recovery.
- Account Closure: An account is considered closed when its status changes from active to inactive, either by the guest's will (voluntary withdrawal), by decision of Tequendama Hotels due to misuse of the account, or due to the death of the account holder. When an account is closed, the guest loses all accumulated points, will not have the permission to reactivate the same account, and must create a new one from scratch, without retaining previous benefits should they wish to join the program again. Some reasons for account closure include a direct withdrawal request from the customer, evidence of misuse, fraudulent actions, or actions that affect other customers, the hotels, or the Tequendama Hotels brand, and the death of the account holder.
- Account Blocked: An account will be considered blocked when Tequendama Hotels detects misuse that does not necessarily imply permanent closure, or when the customer requests it for personal reasons. While the account remains blocked, the customer will not be able to redeem points, and the points balance will remain unchanged, but they cannot be used. To request unblocking, the customer must contact official customer service channels.
- Tequendama Hotels is not responsible for the misuse of points offered by the program or for fraud committed by customers. The marketing, sale, exchange, or transfer of points or program benefits is expressly prohibited. If any of these behaviors are verified, the client will be immediately and permanently excluded from the program, losing all rights and points accumulated to date.

8. CUSTOMER SERVICE CHANNELS

Tequendama Hotels offers its customers various customer service channels through which they can:

- Register for the Tequendama Rewards Program.
- Check and manage their accounts and accumulate points.
- Access program benefits.
- Submit requests, petitions, complaints, or claims.
- Request adjustments to their points balance.
- Resolve any concerns related to their participation in the program.

For the information of all guests, the available channels are:

- Online chat available on the official website: www.hotelestequendama.com.co

• Email: ecommerce1@tequendamahoteles.com and ecommerce2@tequendamahoteles.com

- Customer service line: (601) 755 9000.

• Tequendama Hotels may modify, add, or eliminate service channels at any time, promptly informing guests of the changes and the procedures enabled for each one.