

Terms and Conditions for Dakota Hotels Lifestyle App

1. Definitions

- 1.1. These terms and conditions pertain to the Dakota Hotels Lifestyle App (hereinafter referred to as the "App" or "Lifestyle App") owned by Dakota Hospitality Limited (hereinafter referred to as the "Hotel," "Company," or "Dakota").
- 1.2. These terms and conditions apply to all individuals, referred to as "Insiders", who download the App, register, and/or engage with the App in any form.
- 1.3. These terms and conditions, also known as the App Rules, regulate the relationship between the Company and Insiders, including governing how Insiders manage their accounts, book reservations, and access ad-hoc Insider benefits.
- 1.4. The App is accessible and applicable only to individuals who download and possess the Company software on their mobile device or tablet.
- 1.5. This downloadable application is owned by Nonius and is operated by, or on behalf of the Company, in connection with the Lifestyle App, including, without limitation, the iPhone and Android versions thereof.

2. Agreement and Data

- 2.1. By opening an App account (hereinafter referred to as the "Account"), you agree that:
 - 2.1.a. You have read and accepted the App Rules, terms and conditions in place at the time of downloading.
 - 2.1.b. You consent to the collection, use, and disclosure of your personal data by the Company, the Lifestyle App, Participating Properties, and Partner Apps, and their authorized third-party agents and licensees in accordance with the company's Privacy Notice.
- 2.2. By becoming an Insider, you accept that you are subscribing to Company newsletters sent via email. The option to unsubscribe from newsletters is available at any time. The Company will continue to contact Insiders via email with account information regardless of subscription preferences.

3. Insider Rewards and Benefits

- 3.1. As an Insider, you may be entitled to special services and benefits with the Company, subject to change and variation by hotel and region.
- 3.2. Insider benefits associated with the App are applicable only on direct bookings through:
 - 3.2.a. The Company website: www.dakotahotels.co.uk
 - 3.2.b. The Lifestyle App
 - 3.2.c. Direct contact with the Hotel via walk-in, telephone, or email
- 3.3. App benefits are not applicable to bookings made through third-party intermediaries, travel agencies, or any commissionable partners, including but not limited to:
 - 3.3.a. Booking.com
 - 3.3.b. Expedia
 - 3.3.c. Agoda

3.3.d. Tri-va-go

3.3.e. Trip Advisor

3.3.f. Trip.com

3.3.g. Hotels.com

3.4. Benefits are non-transferable and are solely for the individual Insider. App benefits cannot be used by other Insiders or Non-Insiders. For on-property Insider benefits, personal check-in, and stay by the Insider are required for redemption.

3.5. Any violation of this provision may result in the cancellation of an Insider's account.

4. General Terms

4.1. Insider accounts that appear to be duplicate or fraudulent for whatever reason, may be deleted, and benefits may not be recognized.

4.2. One individual may only have one Insider account at any given time.

4.3. Additional terms and conditions apply to employees of the Company.

5. Termination

5.1. An Insider may choose to unsubscribe and cancel their account at any time, with Insider data retained in accordance with the Company's Privacy Notice.

5.2. All Lifestyle App benefits, amenities, offers, and services are subject to availability and may be changed by the Company at any time without notice.

5.3. The Company may terminate the Lifestyle App, in whole or in part, with three months' advance notice to all active Insiders, and with less than three months' notice in any jurisdiction if required by applicable law.

5.4. At the Company's discretion, it may substitute the Lifestyle App for a different initiative at any time with immediate notice to active Insiders.

5.5. If the App is terminated, all unredeemed benefits will be forfeited without any obligation or liability, and no redemption claims will be honoured after the conclusion of the notice period.

6. Further Information

6.1. For assistance, contact insider@dakotahotels.co.uk.

6.2. The Company reserves the right to change these Terms and Conditions at any time. The T&Cs will be accessible on the website.