

The Red Flower Regulations

Introduction

1. Melony Hasharon Company Ltd., Active Company 52 -001483 (hereinafter: "The **Company**") manages, operates, leases and holds the Sharon Hotel in Herzliya.
2. This policy is intended to regulate the benefits plan for the Sharon Hotel customers who are interested in becoming a member of the Sharon Hotel Customers Club: "**The Red Flower - The Sharon Hotel's Friends Club**" (hereinafter: "**The Customer Club**"), all subject to the provisions in these rules and regulations (Hereinafter "**The Rules and Regulations**").
3. Membership in the Club is subject to the following terms and conditions, as updated from time to time.
4. The full responsibility for knowing the conditions below and receiving benefits under these conditions applies at all times to members of the customer club insofar that these regulations constitute a condition for joining the program, and any guest who is a member of the club is considered to have read and agreed to the provisions of these regulations and all its sections and / or parts of them.
5. A guest who joins the club or any other person shall have no demand and / or claim in connection with the terms and conditions of the benefits program or changes therein. The Sharon Hotel reserves the right to change or discontinue the activity of the Customers Club at any time.
6. The Sharon Hotel reserves its right to change and / or cancel these regulations or parts thereof.
7. The wording of the regulations will be published and updated from time to time at the offices of the Sharon Hotel at: Ramat Yam 4, Herzliya 4685104; Or the official website of the Sharon Hotel www.sharon.co.il (below: "**Hotel Website**"); Or at the Sharon Hotel.
8. Any place in these regulations where the masculine form is used, the intention is for both men and women.

Membership in the customer club

1. A member of the Customer Club is a person whose membership in the customer club was approved by the Company, in accordance with the terms of these Articles (hereinafter: "**Member of the customer club**").
2. Individuals with Israeli citizenship (not businesses, organizations or agents), who use their membership for private use, who filled out their details on the application form to join the customer club in full, are entitled to be part of the Customers club.
3. Membership in the club is valid for the member of the Customers club and for their first-degree relative, as long as the member has a reservation for him and for the first-degree family. In these regulations, the term "first-degree relative" means: spouse, child (up to age 18) and it is limited to up to - 2 rooms per member.
4. Each member of the customer club will be responsible for updating the company in writing in any case of changing email address, phone number or any other relevant detail.
5. You can join the customer club by booking a vacation at the Sharon Hotel's official website.
6. For the avoidance of doubt, it is clarified that club discounts can not be enjoyed when placing orders in one of the following ways:
 - 6.1. Using an agent.
 - 6.2. Any order for which payment is made in a means of payment that is not measurable and / or whose value is not stated in NIS, including but not limited to: Nofshonit coupons, Raayonit coupons or letters of credits of any kind, compensation letters and all in accordance with the exclusive discretion of the Sharon Hotel.
 - 6.3. An order made for a group or by a any type of a "committee".
7. Membership in the Customer Club is personal and can not be transferred in any manner, including by way of sale or transfer, or free of charge, to any third party. Without derogating from the

generality of the above, a first-degree relative may exercise the benefits for staying at the hotel, subject to the fact that during the stay of the first-degree relative, the member of the customer club himself also stayed.

8. The management of the hotel to which the member of the customer club will arrive to, will be entitled to require him to identify himself by means of an ID card, as a condition for the use of his membership in the club and / or the realization of any benefit provided by his club membership.
9. Membership in the customer club will be valid for two years (twenty-four months) from the day the club membership club and / or renewal of membership in the customer club was approved.
10. In addition, and without derogating from its rights as set forth above and subject to the foregoing, the Sharon Hotel will from time to time initiate cooperation with commercial entities in various fields and in the framework of cooperation or other agreements. A member who expresses his objection to the cooperation shall be entitled to notify the Sharon Hotel in writing by registered mail. Upon receipt of his notification, no one shall be referred to him by the Sharon Hotel.
11. Notwithstanding the foregoing, the Sharon Hotel reserves the right to refuse to approve the registration of a customer as a member of the Customer Club for any reason and in its sole discretion.

Joining the customer club

1. Joining the Customer club is free of charge.

Cancellation of membership in the club by the member

1. Each member shall be entitled to withdraw from the customer club and his registration as a member will be canceled and deleted within 30 days (30) days from the date that his notification about his cancellation wish was sent in a registered letter. In such a case, such notice shall be deemed to be an absolute waiver of all his rights in the customer club, including but not limited to his right to receive the benefit
2. Without detracting from the aforesaid in section 21 above, a member joining the customer club can cancel his membership within 14 days of joining the customer club. If the member decides to withdraw his membership from the club, he shall immediately notify the customer club offices in writing.

Cancellation of membership in the club by the club

1. The Company reserves the right to cancel membership in the Customer Club, in any event of failure to comply with these Rules and / or in any act and / or omission that harms and / or is likely to harm the good reputation of the Company and / or its businesses and / anyone acting on behalf of the Company, including in cases of physical and / or verbal violence by a Club Member towards the hotel guest and / or the Company and / or Company employees, during the stay at the Sharon Hotel, the Company will be entitled, at its sole discretion, to terminate the membership of a member of the Club, The member shall cease to serve as a member, and shall be prevented from receiving benefits as a club member.

The benefits

1. The membership in the customer club shall not grant the member of the customer club any benefits other than those specified in these regulations, unless the company has announced otherwise.
2. A member of the customers club, whose membership is valid, will benefit from the following benefits at the Sharon Hotel:
3. A fixed discount of ten percent (10%) of the fixed room price in the price list. The discount will be valid from the first stay, a total discount for the entire order.
4. Discount of 15 percent (15 percent) in the purchase of food and beverages at the hotel.
5. Gift in the room (VIP) - The contents of the gift may change from time to time at the discretion of the hotel.

6. Late departure - Valid on weekends only (Saturday) - Departure on Saturday night. On the basis of vacancy and coordination.

It is hereby clarified that the discounts are discounts from the list price that is published by the Company from time to time for booking accommodation or accommodation and meals only. In addition, it is hereby clarified that if the Company publishes promotions, there will be no double discounts and / or promotions, and the discounts set out in the above sections will be based on the price of the regular price list and not on the price of the offer.

In advertisements for members of the club only, discount and / or promotion will be in accordance with the publication only.

1. It is hereby clarified that the discounts specified in Sections 3,4,5 and 6 shall not be valid in the execution of orders made in one of the ways prescribed in Section 14 of these Regulations, including orders made through agents, coupons, or letters of credit, through a group or a committee.
2. A present in the room on the first day of arrival, will be at the discretion of the club management and the hotel, the contents of the gift may change from time to time at the discretion of the hotel.
1. The Company undertakes to do its best to realize the benefits, to the extent possible and subject to occupancy at the booked hotel. To the customers club member or any other person on its behalf, there shall not be any demand and / or claim in connection with these benefits (in whole or in part).
2. The benefits will be granted to the member's credit only after presenting an identifying document (ID card, Drivers License) at time of booking, or at the latest before leaving the hotel (Check-out) the member has to identify himself as a member of a club on the web site with a user name and password or identify himself as a member of a the club when its on a telephone call with the reservations center, as mentioned above, at the time of booking , and show an identifying document at the check-in (room reception) or at the latest before leaving the hotel.
3. If, in the opinion of a member, he is entitled to receive benefits for a certain stay which were not credited from his account, he must address the matter in writing, up to two months after that stay, to the customer club by registered mail and accompanied by a true copy of the invoice or any other supporting document which he will be requested to provide. Failure to attach the invoice and documents as aforesaid will constitute grounds for not giving such a benefit.
4. The entitlement to receive benefits in the customer club is for the private use of the member of the customer club, which can not be transferred to another.

Changing or discontinuing benefits at the customer club

1. The Company reserves the right to change or discontinue the benefits granted and / or any part of the benefits given without notice. The Company shall not bear any responsibility if it decides to do so. In addition, the Company shall not bear any responsibility towards the members of the Customer Club or any third party if it terminates the benefits granted to the Customer Club, for a limited time, for any reason whatsoever. Notice of termination of service, permanently or for a limited time, shall be delivered to members of the Club by written notice.

Advertising methods of the Customers club

1. Any messages of the Customers club in all matters relating to the activities of the club customers, including, but not limited to, messages about change and / or addition and / or subtraction which will be performed and / or the Company is intending to carry them out, in the regulations and / or discounts and / or the price of the membership and / or anything else

regarding the entitlement of the member and / or the activities of the Customers club and / or the cessation of its activity, etc., shall be done by the customers club in such a way and manner as the company deems appropriate, at its sole discretion. Members shall have no claim and / or demand and / or requisition and / or complaint regarding the manner in which such messages are conveyed.

2. It is hereby clarified that the Customers Club is a club operated by means of the Internet and the Club intends to send the information to members to the email address that they will give to the Club. Members shall have no claim and / or demand and / or requisition and / or complaint regarding the manner of transmission of the notices, whether via the Internet or otherwise, as stated in section 37 above.

Data security and privacy

1. The Company shall take all reasonable steps to secure the information provided by members of the Customer Club, however the Company can not perfectly secure the Information and Communication Systems from the unauthorized intrusion and unauthorized use of third parties. Therefore, the Company shall not bear any responsibility, directly or indirectly, in cases of disclosure and use of information provided by members of the Customers Club resulting, directly or indirectly, from unauthorized access of others or as a result of acts and / or omissions that are not under its control.
2. The Company shall be entitled to use the information of the Customers Club's members in order to inform them (the members) about various products and services that may be of interest to them.
3. The member of the Club is aware that all the details, information, information and documents that he has provided and / or will provide to the Company or anyone acting on its behalf or to any other body member of the Club, including his personal details, may be entered into a database registered in the Company's name, subject to the provisions of the Protection of Privacy Law, 1981 (hereinafter, respectively: "**Database**" and "**Privacy Protection Law**"). The club member declares that all of the above details have been provided by him with full consent and will, without any legal obligation to do so.
4. The Club member is aware that the Company and / or anyone acting on its behalf may contact him in the future by direct mailing on the basis of the details specified in such database, including matters that do not pertain to these Regulations, and might also contact him with marketing and / or advertising offers of any kind and type in the various means of mailing, all under the law of privacy protection and in accordance with the provisions of the law (hereinafter: "**References or Referrals**"). It is hereby clarified that the member of the club is entitled, at his request, to be removed from any of the Company's databases and / or of anyone acting on its behalf or to order in writing to the company, that information relating to him may not be given to a person or to a certain type of person or persons for a limited or fixed period, while noting his demand to be deleted from the database. In addition, it is hereby clarified that the member of the club reserves the right, insofar as he is not interested in receiving the referrals, to request that his name will be removed from the mailing list for sending referrals (inter alia by marking it in the appropriate rubric in the email messages which will be sent to him (If they will be sent) either by registered mail or email to the company. .
5. It is further known to the Club member that information provided by him as stated above may also be used in another database held by the Company (insofar as it holds one) which is used for its direct mail services and by anyone acting on its behalf, and may be used by the Company and / or anyone on its behalf subject to the limitations of the law and the provisions of the Privacy protection LAW.

Jurisdiction

1. The validity, interpretation and / or violation of these regulations shall be governed by the laws of the State of Israel. The sole jurisdiction in respect of the validity, interpretation and / or violation of these regulations will be to the competent courts in the city of Tel Aviv-Jaffa.
2. In any case, or if a Club member sues the Club and / or the Company and / or any of its owners, the Club Member will automatically be deemed to have requested to withdraw from its membership in the Club.

others

1. Upon the establishment of this customer club, agreements and / or promises made prior to this customer club, if made between the applying member and the Sharon Hotel by any of its representatives, shall not be valid and shall not be used for the interpretation of these Articles and shall not constitute evidence in the course of any proceeding.
2. Any delay by the Company in the exercise of a right to which it is entitled pursuant to the foregoing, or the Company's failure to assert such right, shall not be considered as a waiver of its rights.
3. The Company may denounce its rights under these Articles to any third party as it deems fit and without any obligation to publish such a denounce.
4. Members of the Customers Club may not protest their rights under these regulations.
5. The service is a personal service and can not be transferred to any third party.
6. In the event that it is determined by an authorized court that any of the above provisions are void or voidable for any reason, the other provisions shall continue to be valid.

Contact the club

For any inquiries regarding the customers club, please call 09-9525777 or email reservations@sharon.co.il