

These terms and conditions (“Terms & Conditions”) govern your membership in the Paradise Pass loyalty program (“Paradise Pass”), which is owned and operated by The Pensacola Beach Resort. Membership in Paradise Pass is intended for individuals and is complimentary. Benefits of membership are only awarded on qualifying stays for reservations made directly with us (via web or phone) and not through third-party sites such as Hotwire.com, Priceline.com, Expedia.com, Booking.com, Hotels.com, Travelocity.com, Orbitz.com, etc.

## GENERAL TERMS

- It is the responsibility of the members to read, understand and remain knowledgeable of all the Terms & Conditions, inclusive of any amendments thereto.
- The minimum age for membership in Paradise Pass is 21 years, or the age of majority at your place of residence if it is higher. Only one individual per membership may be registered. Each person may only have one membership. If The Pensacola Beach Resort discovers that an individual has more than one membership, The Pensacola Beach Resort may terminate all such individual’s memberships, and that person will immediately forfeit all Paradise Pass benefits, awards, and credits.
- Members are responsible for ensuring that no unauthorized person gets access to the member’s account and account details.
- Paradise Pass Members will receive 20% off the Best Available Rate for life when booking direct via The Pensacola Beach Resort Reservation Department or at [www.ThePensacolaBeachResort.com](http://www.ThePensacolaBeachResort.com).
- The 20% off cannot be combined with any other offers.
- Paradise Pass Members must present their card along with a valid state ID at check-in.
- Please be aware of the following information:
- The Pensacola Beach Resort has the right to terminate the Paradise Pass at any time, with or without reason, at its sole discretion. If the Paradise Pass is terminated, the Pensacola Beach Resort is not obligated to offer a replacement program.
- Termination of the Paradise Pass will not result in any claims for reimbursement, substitution, or exchange of other services.
- The Pensacola Beach Resort reserves the right to modify the Terms & Conditions of Paradise Pass with or without notice. We may add, delete, or change any rules, procedures, conditions, and other similar aspects of the Paradise Pass at our sole discretion. We will make reasonable efforts to inform members of any changes in advance, but we will not be held liable for any failure to do so.
- The Pensacola Beach Resort reserves the right, in its sole discretion, to terminate a member’s membership in Paradise Pass if it appears that the membership is misused. Such misuse may, for example, consist of unruly or disrespectful behavior towards The Pensacola Beach Resort, any criminal acts or acts that are generally regarded as immoral or unethical or which are in breach of these Terms & Conditions, failure to pay any bill when due to the resort, or if there are reasonable

grounds for suspecting fraud, theft, or dishonesty in connection with the member's membership, as determined in The Pensacola Beach Resort's sole discretion.

- These Terms & Conditions and any disputes related to Paradise Pass will be governed by the laws of the State of Florida. All disputes that cannot be resolved between the parties and causes of action related to Paradise Pass must be submitted to binding arbitration and decided individually. The arbitration will take place in Escambia County, Florida, in accordance with the Federal Arbitration Act. Any decision or award resulting from such arbitration shall be provided in writing and shall include an explanation for all legal and factual conclusions, and shall include the assessment of costs, expenses, and reasonable attorneys' fees. An arbitration award may be confirmed in a court of competent jurisdiction.