



## **Terms and Conditions** Lakeview Perks® Program

### **1. Overview**

- 1.1. The Lakeview Perks® Program (the "Perks Program") is a customer loyalty program that rewards travelers who stay at participating hotels. The Perks Program is operated by Lakeview Management Inc. for Lakeview Inns & Suites, Lakeview Signature Inn, Lakeview Grand, and Lakeview Resort branded properties.
- 1.2. Enrollment, membership and all related benefits of the Perks Program, including the use of the [www.lakeviewperks.com](http://www.lakeviewperks.com) website, is offered at our discretion and subject to these Terms and Conditions, which include our Privacy Policy (Review our Privacy Policy)
- 1.3. By enrolling in or using the Lakeview Perks® Program you agree that you have read and understand these terms and conditions and are bound by all of them, as they may be changed from time to time, and you consent to our collection and use of your personal information in accordance with the then current Privacy Policy posted at [www.lakeviewhotels.com](http://www.lakeviewhotels.com) or as amended from time to time.
- 1.4. To enroll in the program, you must have a permanent address and be an individual who is at least 18 years of age or older and/or of the age of majority in the place where you live, whichever is older.
- 1.5. You may only enroll in the Perks Program for yourself and you may not collect or redeem Perks Points for anyone other than yourself. If we accept your application for enrollment in the Perks Program, we will establish an account in your name and send you a Lakeview Perks® card.
- 1.6. The Perks Program is for personal use only. Businesses, corporations, joint ventures, partnerships, groups, associations and other non-personal entities are not eligible to participate in the Perks Program.
- 1.7. We reserve the right at any time to limit Perks Program enrollment. We may discontinue your membership and void or cancel your entire account balance if any points were issued, received, or redeemed through fraud, theft, or otherwise illegally, or not as authorized in these Terms and Conditions. These rights are in addition to any other legal or equitable remedy, which may be available to us under applicable law.
- 1.8. You may deactivate your account at any time by contacting us. All unredeemed Lakeview Perks® Points shall be forfeited and cancelled upon account deactivation.
- 1.9. When you enroll in the Lakeview Perks® program you are eligible to collect points by purchasing stays at participating hotel properties, and to redeem points in your account for specified and approved rewards. No purchase is necessary to enroll in the program.

## **2. Member Obligations**

- 2.1. Many of the offers from the Perks Program are specifically targeted to individual members. Unless otherwise allowed in an offer, you agree not to forward any of your promotions or offers to anyone else without first obtaining our expressed written permission.
- 2.2. You agree to promptly notify us of any change in address (mail or email) by updating personal information at [www.lakeviewperks.com](http://www.lakeviewperks.com). This includes notifying us immediately if your Lakeview Perks® card is lost or stolen. Name changes must be made in writing and include supporting legal documentation, signature, date and member account number. Send name change requests to: Lakeview Perks®, 600-185 Carlton St Winnipeg, MB R3C 3J1

## **3. Collecting Lakeview Perks® Points**

- 3.1. You must identify yourself as a Lakeview Perks® member upon check-in to earn Perks Points.
- 3.2. We will attempt to credit your account within 12 hours of checkout. However, you have the responsibility of making sure that your Perks Points have been properly credited. Any claim for Perks points not credited accurately must be received within three (3) months of claimed accrual. We reserve the right to require written proof of accrual of Perks points.
- 3.3. Collection of Lakeview Perks® Points starts on date of registration. Points will not be awarded retroactively for previous stays.
- 3.4. You can earn Perks Points for all rooms you both pay for and stay in. If you and another Perks Program member are staying in the same room, Perks Points will be split between the two members only if payment is split.
- 3.5. Except where required by law or provided for in these Terms and Conditions, Perks Points have no cash value.
- 3.6. Pre-paid wholesale rates booked through a third party booking firm including but not limited to: Expedia, Priceline, Hotwire, Orbitz, Travelocity, Hotels.com, Etc. are not considered eligible stays.

## **4. Redeeming Lakeview Perks® Points**

- 4.1. Perks Points may be redeemed only for rewards offered through the Perks Program, via our website and our hotel locations. At the time of redemption, you will be asked to identify yourself by presenting your card for on-site redemption or by entering your username and password for redemption via the internet.
- 4.2. Perks Points will be deducted from your account once you request a certificate, merchandise or in the case of a hotel stay, at the start of your stay. If there are not sufficient Perks points in your account at the time of your stay, you agree to have your credit card charged for the stay.
- 4.3. Shipping costs for merchandise sent to addresses outside North America will be the responsibility of the member.

- 4.4. Merchandise items returned will be charged a 25% restocking fee.
- 4.5. A credit card may be asked for at the front desk as the Perks points only cover the cost of the room and not additional charges, such as phone calls, etc
- 4.6. When you're ready to redeem Perks Points for a stay at a participating hotel property, you may choose one of the following redemption methods:
  - 4.6.1. Call to reserve a room at a participating hotel property or by calling 1-877-355-3500. You must inform the reservation agent when making your reservation that you want to redeem Perks Points; or
  - 4.6.2. Redeem your Perks Points for a Free Night Certificate at [www.lakeviewperks.com](http://www.lakeviewperks.com). The certificate will be mailed to you within 2 – 4 weeks of your request. Once Perks Points have been redeemed for a Free Night Certificate, they may not be returned or refunded to your account for any reason, including if a Free Night Certificate is stolen or lost. We are not responsible for lost, late, mutilated or misdirected mail. Free Night Certificates are transferable to allow for gift giving. To use your Free Night Certificate, reserve a room with the participating hotel and present certificate during check in. You must inform the reservation agent when making your reservation that you want to redeem a Free Night Certificate to reserve the room.
- 4.7. Each participating hotel may provide only a portion of their rooms as available to reserve with Perks Points. These rooms are subject to availability. Book your room early to have the best chance of getting the property and date you desire.
- 4.8. Complimentary accommodation using Perks Points are based on a maximum of two adults per room. A charge may apply for additional adults in the room and may vary by location.

## **5. Account / Transferability of Lakeview Perks® Points**

- 5.1. Perks points can be transferred from one account to another if 1) both cards have been enrolled, and 2) the transfer is between program members in the same household (having the same principal residence), and 3) a written authorization to transfer Perks points is signed by both parties and sent to Lakeview Perks® at 600-185 Carlton Street, Winnipeg, MB R3C 3J1. Once the transfer request has been received and processed, the transferor relinquishes all rights to the transferred Perks Points.

## **6. Lakeview Perks® Program Suspension, Change or Termination**

- 6.1. We reserve the right to suspend, change or terminate the Program in part or in whole; to add, delete or change partners; to modify, limit or suspend the use of or redemption of Perks Points; to modify or change redemption procedures, including the number of Perks Points required for particular rewards; to modify, limit or suspend the collection of Perks Points, including but not limited to imposing time limits and changes in point values.
- 6.2. All merchandise and/or offers are available while supplies last and are subject to change and/or revocation without notice.

- 6.3. We reserve the right to alter, limit, modify, terminate or add to the Program and these Terms and Conditions, including without limitation, our Privacy Policy. The level of notice we will provide, if any, when we change these terms and conditions will depend on the nature of the change.
- 6.4. Minor Changes: If we make only minor changes to these Terms and Conditions, we'll replace these Terms and Conditions with the revised Terms and Conditions and change the "Effective Date" at the top of the revised Terms and Conditions. We will also provide a notice at the top of the new Terms and Conditions for at least 30 days after the new effective date and indicate the areas changed so that you can locate them easily. Your continued participation in the Program or use of our website following a minor change will indicate your acceptance of the revised Terms and Conditions.
- 6.5. Material Changes: We'll endeavor to notify you of any material changes to these Terms and Conditions by sending you an email notice at the last email address you provided us, which may or may not include a direct link to the website. We'll also provide a notice at the top of the new Terms and Conditions for at least 30 days after the new effective date and indicate the areas changed so that you can locate them easily.
- 6.6. Material changes to these Terms and Conditions will be effective thirty (30) calendar days after we send the notice to you at the last email address you provided us. Please note that you are responsible for updating your profile at [www.lakeviewperks.com](http://www.lakeviewperks.com). If the last email address you provided us is not valid, or for any other reason not capable of delivering the notice to you, our mailing of the notice to your last email address will constitute notice of the changes.
- 6.7. You agree that communication of material changes by email above will be sufficient notice of material changes and you agree to assume responsibility for reviewing the revised Terms and Conditions from time to time. Your continued participation in the Program or use of our website following such notice will indicate your acceptance of the Terms and Conditions. If you don't agree to the changes, you must notify us prior to the effective date of the changes that you wish to deactivate your account with us.

If you have any questions about these Terms and Conditions, you may contact us at:

By mail: Lakeview Perks® Program 600 – 185 Carlton Street, Winnipeg, MB R3C 3J1.

By email: [info@lakeviewperks.com](mailto:info@lakeviewperks.com)

By telephone: 1-877-355-3500

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