

1. General

- 1.1 The Site www.prima-hotels-israel.com (hereinafter: "the Site") is a website exclusively owned by the Prima Hotel Chain (hereinafter: "the Company"). The Site provides, inter alia, information about the hotels of the Company, the services provided by the hotels, the rates, special offers, etc. Additionally, as part of the Site, one can purchase vacation packages in direct contact with the Company's hotels, and as set forth on the Site.
- 1.2 Reserving aforementioned vacation packages (hereinafter: "the Services") via the Site will be carried out as set forth hereunder. It is clarified that ordering the services is a binding procedure for all intents and purposes and is equivalent to reserving rooms via any other means, with the Company's Internet/Reservations Department.

2. Site Usage Terms

- 2.1 Anyone who enters the Site and/or anyone who purchases and/or is interested in purchasing services by means of the Site (hereinafter: "the User") declares and undertakes that he is aware of these Terms of Use, has read them, understood the contents therein and agrees with the provisions of same, and that he and/or anyone acting on his behalf shall not have any contention and/or claim and/or demand, be it directly and/or indirectly, against the Company and/or the Site and/or its operators and/or any of its owners and/or managers and/or any of its employees and/or anyone acting on their behalf.
- 2.2 The User may make use of this Site solely to order and purchase services and/or obtain information. To remove all manners of doubt, it is hereby clarified that any use of the Site in a manner unspecified in these Terms of Use is forbidden, and that the Company reserves all its rights in respect thereof. It should be clarified that illicit use of this Site and/or the information appearing therein constitutes an infringement upon copyrights or other laws in respect thereof.
- 2.3 Any person in possession of a valid credit card issued by Visa C.A.L., Visa Alpha, American Express, EuroCard or MasterCard is entitled to purchase services by means of the Site.
- 2.4 The Company will not be held responsible for the content, or the information presented and advertised on the Site in the name of the Company and in anything regarding information from any third parties, and the User will not have any contention and/or claim and/or demand against the Company in respect thereto.
- 2.5 All images presented on the Site are for illustrative purposes only. Since the images are presented on the computer screen of the User and/or printed by the User from the computer screen, there may be differences and changes between the pictorial image of the product and the real image thereof.
- 2.6 On the Site, connections (hereinafter: "Links") to other sites (hereinafter: "Linked Sites") may be found. These Links are intended for the convenience of the User only. The Company is not responsible for the Links and/or the Linked Sites and/or information appearing on them, their validity, correctness or legality. All use of Links and/or Linked Sites is under the sole responsibility of the User. To be linked to and/or present the Site www.prima-hotels-israel.com on other websites, one must obtain written consent from the Company by email: yaels.sh@prima.co.il

- 2.7 From time to time, the Company may, as it sees fit and without prior notice, make changes to these Terms of Use and Conditions, the Site structure, content, appearance, including the extent and availability of the Services offered within it, and any other aspect relating to the Site and its operation. The validity of the aforementioned changes will begin from the day of their presentation on the Site, unless otherwise stated.
- 2.8 The Company and/or the Site operators and/or its owners and/or its managers and/or its employees and/or their representatives will not be held responsible for the server upon which the Site operates, or for its being clean of viruses and/or free of components that may damage the personal computer of the User while surfing on the Site and/or purchasing services via the Site and/or any other use of the Site, and the User will not have any contention and/or claim and/or demand against the Company and/or the Site operators and/or its owners and/or its managers and/or its employees and/or their representatives regarding the aforementioned damage.
- 2.9 The Company is not responsible for damage of any kind whatsoever caused by failure and/or delay of any kind whatsoever, that results from use of the Site and/or attempts to use the Site, including use for the purposes of booking services and/or obtaining information and the User will not have any contention and/or claim and/or demand against the Company regarding the aforesaid.
- 2.10 The Company is not responsible for any illegal activity performed, to whatever extent, by any user of the Site and/or any other party over which the Company has no control.
- 2.11 The Company reserves the right to prevent or discontinue access of any user to any part of the Site and the User will not have any contention and/or claim and/or demand against the Company in respect thereof.
- 2.12 Any dispute and/or disagreement regarding these conditions and/or the Site, if and when it arises, will be clarified in Israel according to the laws governing the State of Israel only, in authorized courts of law in Tel Aviv-Jaffa only.

3. Details of Service Purchaser

- 3.1 A user who is interested in purchasing services via the Site will be required to provide details as requested on the Site (hereinafter: "Purchase Details").
- 3.2 The Company is not responsible, whether directly or indirectly, for any case wherein Purchase Details are not accepted by the system and/or any technical and/or other fault that prevents the User from purchasing the Services via the Site.
- 3.3 The Site owners and/or its operators and/or any of its owners and/or its managers and/or its employees and/or its representatives will not be held responsible for mistakes made by the User in entering Purchase Details, including, but not limited to, mistakes in choosing vacation packages, dates, number of beds, meals and any other service ordered by the User via the Site, and the User hereby declares that he will not have any contention and/or claim and/or demand in respect thereof.
- 3.4 It is hereby stated that entering false Purchase Details is a criminal offense, and the Company retains the right to adopt any means at its disposal as determined by law against those entering false details, including torts actions for damage liable to be caused to the Site, its operators and/or anyone acting on their behalf.

4. Customer Club

- 4.1 In order to join the Customer Club, a purchaser must enter the requested details into the appropriate form. A purchaser who has declared his membership in the Customer Club will be entitled to benefits such as discounts (no offer is valid in conjunction with any other offer), gift vouchers, email updates on offers and special events, gifts, etc. Telephone number for clarifications: +972-3-5275660; email support: divur@prima.co.il
- 4.2 It is agreed that the Company will be entitled to send updates via e-mail to each user who joins the Company's Customer Club via the Site, and the User will not have any contention and/or claim and/or demand against the Company in respect thereof.
- 4.3 Club Member benefits will be granted to guests who reserve through the Site or through the Company call center- by identifying oneself as a member of the Prima Club

5. Reservation Procedures

- 5.1 A customer who is interested in reserving a vacation via the Site does so using the "Reservation System" according to the following steps: Choose the desired hotel, enter the required details, and click on "Next." The option to register for the Customer Club will be offered. Page 1 – The next page shows the results (prices); choose the relevant result by clicking on "Book" and then "Next." Page 2 – Enter all the details including the required fields and click on "Finish and Make Reservation." Page 3 – At this stage, the customer will receive confirmation of the transaction, including the reservation number; one can print the confirmation by clicking on "Print." Telephone numbers for clarifications: +972-3-5275660; email support: callcenter@prima.co.il
- 5.2 The Site is intended for reservations by private customers, in an individual framework, and is not intended for group reservations of over 10 rooms for the same hotel for the same dates.
- 5.3 The Company reserves the right to withhold confirmation of a reservation request for any reason, at its sole discretion, without any obligation to explain the reason, and the User will not have any contention and/or claim and/or demand, be it directly and/or indirectly, against the Company.

6. Procedures for Cancellations and Changes to Reservations

A customer who has placed an order through Prima Hotels official site - www.prima.co.il can cancel his/her reservation via "[My Reservations](#)" category that appears on the bottom static menu. For the customer to log into his/her account, they will need to enter his/her username (email address) and a verification code will be sent to his/her email. Reservation Cancellation is subject to the cancellation policy defined in the regulations. **Changes to an existing reservation cannot be made directly on the website.** A customer who has placed a reservation and wishes to make a change(s), will do so by e-mail: callcenter@prima.co.il or by phone: +972-3-5275660.

7. Reservation Changes and Reservation Cancellation Policy

7.1 In this document, the following terms should be interpreted as follows:

"Jewish Holidays" - according to their dates in the Hebrew calendar.

"High Season" - the summer months (July - August) and additional periods of high demand. When making a reservation for a date which falls during high season, there will be an indication that this is high season.

"Regular Season" – dates that are not included in either High Season or over Jewish Holidays (according to their dates in the Jewish calendar)

7.2 "Cancellation notice/ request" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number.

7.3 If the cancellation notification/request was delivered verbally, an additional identifying detail, agreed upon at the time the order was made, must be provided.

7.4 Modification Policy- Guests wishing to change the dates of a standing reservation will be subject to the same terms listed above for cancelling reservation. Guests wishing to change any other aspect of their reservation, but not the dates, must contact the Hotel or the call center to make said changes.

Prima Tel Aviv

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

a. Verbally-by telephone, number +972-3-552-2220 or +972-3-520-6666 or by means of a verbal notice at the place of business: Hotel Prima Tel Aviv, 105 Hayarkon St. Tel Aviv, 6343272.

b. By registered mail to: Hotel Prima Tel Aviv, 105 Hayarkon St. Tel Aviv, 6343272

c. By e-mail to the address: callcenter@prima.co.il or primatlv@prima.co.il

d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to four nights: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

- Reservations during the Regular Season for one and up to four rooms and for five nights and more: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 7 days prior to arrival date. Cancellation within less than 7 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima City

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- Verbally-by telephone, number +972-3-552-2220 or +972-3-7629007 or by means of a verbal notice at the place of business: Hotel Prima City, 9 Mapu St. Tel Aviv, 6357708
- By registered mail to: Hotel Prima City, 9 Mapu St. Tel Aviv, 6357708
- By e-mail to the address: callcenter@prima.co.il or city@prima.co.il
- Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to four nights: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date.

Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

- Reservations during the Regular Season for one and up to four rooms and for five nights and more: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 7 days prior to arrival date. Cancellation within less than 7 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Hotel 75

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

a. Verbally-by telephone, number +972-3-552-2220 or +972-3-5212518 or by means of a verbal notice at the place of business: Hotel 75, 75 Allenby St. Tel Aviv, 6513413

b. By registered mail to: Hotel 75, 75 Allenby St. Tel Aviv, 6513413

c. By e-mail to the address: callcenter@prima.co.il or info@hotel75.co.il

d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

All Year

- Reservations for one and up to four rooms: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Jacob Samuel

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-3-555-2000 or by means of a verbal notice at the place of business: Hotel Jacob Samuel, 197 Dizengof St. Tel Aviv.
- b. By registered mail to: Hotel Jacob Samuel, 197 Dizengof St. Tel Aviv.
- c. By e-mail to the address: callcenter@prima.co.il or info@jacob-Samuel.co.il;
- d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

All Year

- Reservations for one and up to four rooms: no cancellation fee will be charged for reservations cancelled up to 24 hours. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.
- Reservations during the Regular Season for one and up to four rooms and for four nights and more: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

David Tower

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

a. Verbally-by telephone, number +972-3-552-2220 or +972-9-3730014 or by means of a verbal notice at the place of business: Hotel David Tower, 8 King David st., Netanya 4211503

b. By registered mail to: Hotel David Tower, 8 King David st., Netanya 4211503

c. By e-mail to the address: callcenter@prima.co.il

d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to four nights: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 7 days prior to arrival date. Cancellation within less than 7 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Link

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-3-7709777 or by means of a verbal notice at the place of business: Hotel Prima Link, 4 Mota Gur St., Petah Tikva 4952801
- b. By registered mail to: Hotel Prima Link, 4 Mota Gur St., Petah Tikva 4952801
- c. By e-mail to the address: callcenter@prima.co.il or link@prima.co.il
- d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to four nights: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 7 days prior to arrival date. Cancellation within less than 7 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Millennium

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-9-763-6363 or by means of a verbal notice at the place of business: Hotel Prima Millennium, 2 Hatidhar St. Raanana 4366504
- b. By registered mail to: Hotel Prima Millennium, 2 Hatidhar St. Raanana 4366504
- c. By e-mail to the address: callcenter@prima.co.il or millennium@prima.co.il
- d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to four nights: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 7 days prior to arrival date. Cancellation within less than 7 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Kings

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-2-6201201 or by means of a verbal notice at the place of business: Hotel Prima Kings, 60 Kings George St., Jerusalem, Israel.
- b. By registered mail to: Hotel Prima Kings, 60 Kings George St. Jerusalem, Israel 9426224.
- c. By e-mail to the address: callcenter@prima.co.il or kings@prima.co.il
- d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.
- Reservations during the Regular Season for one and up to four rooms and for 4 nights and more: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar) except Sukkot

- For reservations during High Season and Jewish Holidays (Hebrew Calendar) except Sukkot: no cancellation fee will be charged for reservations cancelled up to 14 days prior to arrival date. Cancellation within less than 14 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Sukkot

- For reservations during Sukkot: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. Cancellation within less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Royale

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-2-5607114 or by means of a verbal notice at the place of business: Hotel Prima Royale, 3 Mendale St. Jerusalem 9214705
- b. By registered mail to: Hotel Prima Royale, 3 Mendale St. Jerusalem 9214705
- c. By e-mail to the address: callcenter@prima.co.il or royale@prima.co.il
- d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.
- Reservations during the Regular Season for one and up to four rooms and for 4 nights and more: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 14 days prior to arrival date. Cancellation within less than 14 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Park

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-2-6582222 or by means of a verbal notice at the place of business: Hotel Prima Park, 2 Vilnay St. Jerusalem 9611001
- b. By registered mail to: Hotel Prima Park, 2 Vilnay St. Jerusalem 9611001
- c. By e-mail to the address: callcenter@prima.co.il or park@prima.co.il
- d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

If the cancellation notification/request was delivered verbally, an additional identifying detail, agreed upon at the time the order was made, must be provided.

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

- Reservations during the Regular Season for one and up to four rooms and for 4 nights and more: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 7 days prior to arrival date. Cancellation within less than 7 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Palace

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- Verbly-by telephone, number +972-3-552-2220 or +972-2-5311811 or by means of a verbal notice at the place of business: Hotel Prima Palace, 2A Pines St. Jerusalem 9128002
- By registered mail to: Hotel Prima Palace, 2A Pines St. Jerusalem 9128002
- By e-mail to the address: callcenter@prima.co.il or palace@prima.co.il;
- Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date.

Reservations cancelled less than 48 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

- Reservations during the Regular Season for one and up to four rooms and for 4 nights and more: no cancellation fee will be charged for reservations up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar) except Sukkot

- For reservations during High Season and Jewish Holidays (Hebrew Calendar) except Sukkot: no cancellation fee will be charged for reservations cancelled up to 14 days prior to arrival date. Cancellation within less than 14 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Sukkot

- For reservations during Sukkot: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. Cancellation within less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Vera

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-2-62509209 or by means of a verbal notice at the place of business: Hotel Prima Vera, 23 Hillel St. Jerusalem 9458123
- b. By registered mail to: Hotel Prima Vera, 23 Hillel St. Jerusalem 9458123
- c. By e-mail to the address: callcenter@prima.co.il or res-vera@prima.co.il
- d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.
- Reservations during the Regular Season for one and up to four rooms and for 4 nights and more: no cancellation fee will be charged for reservations cancelled up to 48 hours prior to arrival date. Reservations cancelled less than 48 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 14 days prior to arrival date. Cancellation within less than 14 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Music

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

- a. Verbally-by telephone, number +972-3-552-2220 or +972-8-6388553 or by means of a verbal notice at the place of business: Hotel Prima Music, Coral Beach Eilat 8806459
- b. By registered mail to: Hotel Prima Music, Coral Beach Eilat 8806459
- c. By e-mail to the address: callcenter@prima.co.il or music@prima.co.il

d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Low Season (December, January and February)

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.
- Reservations during the Regular Season for one and up to four rooms and for 4 nights and more: no cancellation fee will be charged for reservations cancelled up to 24 hours prior to arrival date. Reservations cancelled less than 24 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

Regular Season (April-June, September-November *except Jewish Holidays)

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 72 hours prior to arrival date. Reservations cancelled less than 72 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.
- Reservations during the Regular Season for one and up to four rooms and for 4 nights and more: no cancellation fee will be charged for reservations cancelled up to 72 hours prior to arrival date. Reservations cancelled less than 72 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

Jewish Holidays (Hebrew Calendar) & High Season (July and August)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 14 days prior to arrival date. Cancellation within less than 14 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Oasis Spa Club

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

a. Verbally-by telephone, number +972-3-552-2220 or +972-8-668-8000 or by means of a verbal notice at the place of business: Hotel Oasis Spa Club, Ein Bokek, Dead Sea, Israel

b. By registered mail to Hotel Oasis Spa Club, Ein Bokek, Dead Sea, Israel 8693000

c. By e-mail to the address: callcenter@prima.co.il or oasisds@prima.co.il

d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to four nights: no cancellation fee will be charged for reservations cancelled up to 48 hours. Reservations cancelled less than 48 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.
- Reservations during the Regular Season for one and up to four rooms and for five nights and more: no cancellation fee will be charged for reservations cancelled up to 48 hours. Reservations cancelled less than 48 hours prior to arrival date will be charged 50% of the entire reservation. Reservations cancellation in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 14 days prior to arrival date. Cancellation within less than 14 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Prima Galil

Cancellation Notification:

You may cancel this reservation if applicable under the conditions stated in the cancellation policy.

A cancellation may be made using a "**cancellation notification**" - a notice that the customer has sent in each of the following ways, which includes the name of the customer and his/her identification number:

a. Verbally -by telephone, number +972-3-552-2220 or +972-4-8559949 or by means of a verbal notice at the place of business: Hotel Prima Galil, 1 Elhadif St. Tiberias 1410502

b. By registered mail to: Hotel Prima Galil, 1 Elhadif St. Tiberias 1410502

c. By e-mail to the address: callcenter@prima.co.il or malik.s@prima.co.il

d. Via website: <https://www.prima-hotels-israel.com/myreservations/login> or <https://www.prima-hotels-israel.com/cancellation-policy>

Regular Season

- Reservations during the Regular Season for one and up to four rooms and up to three nights: no cancellation fee will be charged for reservations cancelled up to 24 hours. Reservations cancelled less than 24 hours prior to arrival date or in the event of a no show: full cancellation fee will be charged.

High Season & Jewish Holidays (Hebrew Calendar)

- For reservations during High Season and Jewish Holidays (Hebrew Calendar): no cancellation fee will be charged for reservations cancelled up to 7 days prior to arrival date. Cancellation within less than 7 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

Reservations for five or more rooms

- For reservations of five or more rooms: no cancellation fee will be charged for reservations cancelled up to 30 days prior to arrival date. For reservations cancelled less than 30 days prior to arrival date or in the event of a no show: full cancellation fee will be charged.

8. Ownership and Copyrights

8.1 Copyright for the Site and every module connected to the Site are the sole property of the Company.

8.2 It is forbidden to copy, distribute, advertise, sell, duplicate, broadcast, photocopy or change the information that appears on the Site or part of it, without the written consent of the Company. This applies whether the information or part of it is owned by the Company or owned by a third party, excluding cases of downloading for personal, non-commercial use.

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8.4 The Company holds all copyrights for the Site and reserves the right to close the Site or make changes therein at any time, at its sole discretion.

9. Miscellaneous

9.1 The number of vacancies in the Company's hotels is limited, and reservations are subject to availability.

9.2 The Company reserves the right to cancel or change reservation terms, as well as all the prices advertised on the Site, at any time, and the User will not have any contention and/or claim and/or demand in regards thereof, even if the Company demands that he pay a price supplement after making the reservation.

9.3 The prices advertised on the Site are for tourist only, in US Dollars and do not include VAT. VAT is not applicable for foreign tourists who enter Israel with a foreign passport, according to Israeli law

9.4 At any place on the Site where prices are presented in dollars, the payment will be calculated according to the representative dollar exchange rate determined by the Bank of Israel on the day of payment, the day of reservation via the Site, or the first day of the stay at the hotel, whichever is higher.

9.5 No offer is valid in conjunction with any other offer.

9.6 The stay at the hotel will commence from the first day at the hour specified in the reservation under check-in and concludes at the date and hour specified in the reservation and is subject to change.

9.7 Guests under the age of 18 will be accommodated only if accompanied by an adult. The reservation of rooms and accommodation in the chain's hotels may be carried out by adults over the age of 18 only.

9.8 Regarding anything connected with the stay at the hotel – an infant is any person up to the age of 2, and a child is any person between the ages of 2 and 12.

9.9 The User must ensure that all the data and details he enters for reservation purposes are accurate. The Company will not be held responsible for any error of any kind whatsoever made by the purchaser, including errors in choosing the hotel, dates, number of beds or any other service ordered by the purchaser via the Site.

9.10 In order to link to or present the Site www.prima-hotels-israel.com on other websites so that the Site becomes a "linked site," one must obtain written consent from the Company.