

Terms Of Use

1. General

- 1.1. Parts of the website (as defined below) and these Terms & Conditions are worded in the masculine language for convenience reasons only, but everything stated in the Terms & Conditions and on the website is intended for both women and men.
- 1.2. The website www.prima-hotels-israel.com (hereinafter: "the Website") is a website that is exclusively owned by the Prima Hotels chain (hereinafter: "the Company"). The Website provides, among other things, information about the hotels owned by the Company and managed by the Company (hereinafter: "the Hotels"). The Website has information about the services provided by the Hotels, prices, promotions, and more. Also, as part of the Website, vacation packages at the Hotels and various services at the Hotels (hereinafter: "the Services") are available for purchase, as detailed on the Website.
- 1.3. Booking the Services through the Website will be done as detailed below and subject to what is stated in these Terms & Conditions and the provisions of any law. It is clarified that the booking of the Services is a binding procedure for all intents and purposes and is equivalent to booking Services by any other means, vis-à-vis the Company's Internet/booking department.

2. Website terms of use

- 2.1. Anyone who enters the Website and/or purchases and/or seeks to purchase Services through the Website (hereinafter: "the User") declares and undertakes that he is aware of these Terms & Conditions, has read them, understood what is stated herein, and agrees to their provisions, and that he and/or anyone acting on his behalf will raise no direct and/or indirect dispute and/or claim and/or demand against the Company and/or any of its managers and/or employees and/or anyone acting on its behalf and/or against the Website and/or any of its operators/or owners and/or managers and/or employees and/or anyone acting on their behalf.
- 2.2. The User may use this Website only for the purpose of booking and purchasing Services and/or receiving information. For the avoidance of doubt, it is hereby clarified that it is prohibited to make any use of the Website except as specified in these Terms & Conditions, and that the Company retains all its rights in this regard. It is hereby clarified that illegal use of this Website and/or the information appearing on it violates copyright or other related laws.
- 2.3. Any person who owns a valid credit card from one of the credit companies indicated below: Visa CAL, Visa Alpha, Diners Club, American Express, Isracard, and Mastercard (hereinafter: "Credit Card") may book Services through the Website. Reservations can be made on the Website using a Credit Card only, and the delivery of all Credit Card information is required to complete the order for the Services. Credit Card information is transferred to guarantee the booking of the Services, and the payment for the Services is performed at the hotel only.
- 2.4. The Company does everything in its power to ensure that the information displayed on the Website is correct and accurate at all times, as much as possible, but is not responsible for

the information on the Website being full, complete, and up to date at any given moment in relation to any of the details included in it. If the User wishes to verify any information, he is invited to contact the Company's service center at 65 Yigal Alon St., Tel Aviv, tel. 03-5212527.

- 2.5. Subject to the provisions of the law, the Company will not be responsible for the content and substance of the information presented and published on the Website and on behalf of the Company, with regard to information originating from any third parties, and the User will not raise any claim and/or claim and/or demand against the Company for this reason. The Company is not responsible for an error in information originating from a third party.
- 2.6. All images on the Website are for illustration purposes only. Since the images are displayed on the User's computer monitor, and/or printed by the User from the computer screen, there may be differences and changes between the appearance of the products in the image and their appearance in reality.
- 2.7. The Website contains links (hereinafter: "Links") to other websites (hereinafter: "the Linked Websites"). The Links are intended only for the convenience of the User. The Company is not responsible for the Links and/or Linked Websites and/or the information appearing in them, including their validity, correctness, and legality. Any use and/or access to Links and/or Linked Websites is the sole responsibility of the user.
- 2.8. In order to link to and/or display the Website www.prima-hotels-israel.com on other websites, it is required to contact the Company for written permission via e-mail: yael.sh@prima.co.il
- 2.9. The Company is entitled, at its sole discretion and without notice, to change from time to time the structure of the Website, its content, appearance, terms of use, scope, and the availability of the services offered therein, and every other aspect involving the Website and its operation, all without the need to notify the User in advance, and the User will not raise any claim regarding this. The validity of the aforementioned changes will be from the date of their publication on the Website, unless expressly stated otherwise.
- 2.10. The Company and/or the Website's operators and/or owners and/or managers and/or employees and/or any of them or anyone acting on their behalf will not bear any responsibility for the server through which the Website works, including that said server will be free of viruses and/or others components that may damage the User's personal computer while browsing the Website and/or making any other use of the Website, and the User will not raise any dispute and/or claim and/or demand against the Company and/or any of the Website's operators and/or owners and/or managers and/or employees and/or anyone acting on their behalf in connection with such injury, if it occurs.
- 2.11. The Company is not responsible for damage of any kind or type that may be caused as a result of failure and/or delay of any kind or type, which may be caused as a result of using and/or attempting to use the Website as mentioned, including use for the purposes of ordering services and/or information, and the User will not raise any dispute and / or claim and / or demand against the Company in connection with the aforementioned.
- 2.12. The Company is not responsible for any illegal activity that may be carried out, if any, by any of the Website Users and/or any other party over which it has no control.
- 2.13. The Company has the right to prevent or terminate the access of any User to any part of the Website, and the User will not raise any dispute and/or claim and/or demand against the Company in this matter.

- 2.14. Any conflict and/or dispute in connection with these Terms & Conditions and/or the Website, if any arise, will be resolved in Israel, according to the laws of the State of Israel only, and at the competent courts in the city of Tel Aviv-Yafo only.

3. Details of the purchaser of the Services

- 3.1. A User seeking to purchase services through the Website will be required to enter details on the Website as required (hereinafter: "the Purchase Details").
- 3.2. The Company is not responsible, directly or indirectly, for the case where the Purchase Details were not captured in the system and/or for any technical and/or other problem that prevents the User from purchasing Services through the Website.
- 3.3. The Website's owners and/or operators and/or managers and/or employees and/or anyone acting on their behalf will not be responsible for any error made by the User in entering the Purchase Details, including but not limited to, an error in choosing the vacation package, date, number of beds, meals, as well as any other service booked by the User through the Website, and the User hereby declares that he will not raise any dispute and/or claim and/or demand in this regard.
- 3.4. It is hereby clarified that entering false Purchase Details, including impersonating someone else, are criminal offenses, and that the Website should not be used for the purpose of entering Purchase Details for purposes other than a purchase, and that the Company will be entitled to take all measures available to it according to any law against anyone who acts as stated, including tort lawsuits for damages that may be caused to the Website, its operators and/or anyone acting on their behalf.
- 3.5. It is clarified that the Company may choose to reject and/or not upload to the Website and/or hide from its Facebook and Instagram page any comment and/or feedback and/or image and/or content (hereinafter: "the Content") which, at its sole and absolute discretion, may harm the name of the Company and/or anyone on its behalf and/or the public's feelings and/or is of a blatant/suicidal nature or offensive in a sexual or other way and/or may cause a violation of any property rights and/or contradicts the provisions of any law and/or for any other reason.
- 3.6. Each user of the Services offered on the Website and the Company's pages on social media hereby declares and confirms that he gives the Company the full and exclusive right to use the Content he uploads, and confirms and undertakes that the Company will be allowed to use his name and/or image as part of any publication and/or presentation of the Content on the Website and/or on social media, without any consideration.

4. Customer club

- 4.1. In order to join the Customer Club, it is required to fill in the required details in the appropriate form that appears on the Website. A User who is registered as a member of the Customer Club will be entitled, in accordance with the Company's policy, to benefits such as: discounts (double discounts are not allowed), direct mail updates through newsletters about promotions and special events, and more. Th Customer Club can be reached by sending an email to inquiries and support: viprima@prima.co.il.

- 4.2. It is agreed that subject to the following, the Company will be entitled to send updates by e-mail to any User who joins the Customer Club through the Website, and the User will not raise any dispute and/or claim and/or demand in this regard.
- 4.3. The benefits to the members of the Customer Club will be granted whether they make the reservation through the chain's website, whether they make the reservation through the booking department directly at the hotel, or whether they make the reservation through the online booking center, all subject to identifying themselves as members of the Customer Club.
- 4.4. It is clarified that the cancellation of membership of the club will also be considered a request to stop receiving direct mailing / advertising material.

5. Reservation making procedures

- 5.1. A customer wishing to book services on the Company's Website will do so in "Online reservations": select the desired hotel, enter the required details - dates, number of vacationers and room composition, and click on the "Reserve" button. On the next page, the search results (prices) will be displayed, the customer will select the relevant result, and by clicking on the "Reserve now" button, he will go to page number 2 where he will fill in his correct personal information, including the mandatory fields and the credit card information, for security purposes only. Page number 3 contains a confirmation message of the reservation and the reservation number, as well as details of the ways and timeframe for canceling the reservation. It is recommended to print the reservation and show it at the reception.
- 5.2. The Website is intended for the making of reservations by private customers, in an individual setting, and is not intended for group reservations of 10 rooms or more.
- 5.3. The Company may disapprove the ordering of the Services for any reason, at its sole discretion and without the need for explanations, and the User will not raise any dispute and/or claim and/or demand against the Company in this regard.

6. Reservation changing and cancellation procedures

- 6.1. Cancellation of the reservation will be possible from any page on the Company's Website in the "My reservations" tab in the lower left part of the page. The User will be required to enter a username (email address) in the appropriate place. After entering a username, a temporary code will be sent to the email or mobile phone for logging in to the personal area. Canceling the reservation is subject to the cancellation policy defined in the Terms & Conditions and detailed below. In addition, cancelling a reservation is also possible using an online form on the Company Website in the tab: <https://www.prima.co.il/cancellation-policy> at the bottom of the page.
- 6.2. Changes to the reservation cannot be made directly on the Website. A User who has made a reservation and wishes to change it will do so via email: callcenter@prima.co.il or by calling +972-3-552-2220 .The User will provide the reservation details.
- 6.3. The User will bear the costs of the change, including the difference, if any, between the price of the Services when he made the reservation and their price after the change.

- 6.4. Cancellation of a reservation for Services or any part of them will not be considered a change, but a cancellation.

7. Reservation cancellation and change policy

- 7.1. The chain's cancellation policy is in accordance with the provisions of the Consumer Protection Law, 5741-1981 (hereinafter: "**the Consumer Protection Law**") and all regulations established pursuant to it.

7.2. Reservation cancellation for persons with a disability, senior citizens, or new immigrants:

A booker of accommodation who is a person with a disability as defined in the Equal Rights for Persons with Disabilities Law, 5748-1988, a senior citizen (over 65 years old), or a new immigrant (whose immigrant certificate or immigrant eligibility certificate from the Ministry of Aliyah and Immigrant Absorption was issued less than 5 years ago) may cancel the reservation if all the conditions listed below are met:

- The cancellation of the reservation is made within four months from the date of execution of the transaction or from the date of receipt of the transaction details document, whichever is later, provided that the conclusion of the transaction included a conversation between the dealer and the consumer, including a conversation via electronic communication, and provided that there are more than 7 business days remaining until the time of accommodation.
- If a cancellation is made by a booker of accommodation belonging to one of the populations listed in this section, the guest will attach to the cancellation notice a reference (using one of the means mentioned above) that he is a member of one of the above populations, in accordance with what is detailed in the Consumer Protection Law.
- If a cancellation has been made in accordance with the cancellation conditions mentioned in this section, the booking party will be charged a cancellation fee in the amount of NIS 100 (one hundred) or in the amount of 5% (five percent) of the value of the reservation, whichever is lower.

Reservation cancellation method:

The reservation must be canceled by means of a "cancellation notice" - a notice that the booking party sent in any of the ways below, and which includes the name and ID number of the booking party, and if the cancellation notice is given orally, also an additional identification detail that was agreed upon at the time of making the reservation.

Cancellation Policy:

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

"High Season" - Jewish Holidays and during 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 "Jewish Holidays" (according to their dates in the Jewish calendar).

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:

- a. 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
- b. By registered mail to: Hotel Prima City, 9 Mapu St. Tel Aviv, 6357708
- c. By e-mail to the address: callcenter@prima.co.il or city@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.

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.

Mendeli Street Hotel

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 +972-3-5202700 or +972-3-552-2220 or by means of a verbal notice at the place of business: Mendeli Street Hotel, 5 Mendeli St. Tel Aviv, 6390705.

b. By registered mail to: Mendeli Street Hotel, 5 Mendeli St. Tel Aviv, 6390705.

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 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.

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 or res@davidtower.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:

- 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
- By registered mail to: Hotel Prima Park, 2 Vilnay St. Jerusalem 9611001
- By e-mail to the address: callcenter@prima.co.il or park@prima.co.il
- 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:

- a. 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
- b. By registered mail to: Hotel Prima Palace, 2A Pines St. Jerusalem 9128002
- c. By e-mail to the address: callcenter@prima.co.il or palace@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 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.
- 8.3. The trademarks and icons, including the logo, presented on the Site (hereinafter: "the Trademarks") are registered by law as the copyright of the Company. It is forbidden to use the Trademarks for any purpose without the written consent of the Company.
- 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 the booking is based on availability only.
- 9.2. The Company has the right to cancel or change the conditions for taking reservations, as well as all the prices published on the Website at any time, and the User will not raise any dispute and/or claim and/or demand in this regard.
- 9.3. The prices published on the Website are for Israelis only and in new shekels and include VAT according to the VAT rate on the day of payment. In Eilat, the prices do not include VAT and the buyer will not be charged with VAT.
- 9.4. The price list in dollars is intended for tourists only.
- 9.5. Double discounts are not allowed.
- 9.6. The stay at the hotel will begin from the first day specified in the reservation, when receiving the rooms in accordance with the hotel's policy and will end at the time of leaving the rooms in accordance with the hotel's policy.

- 9.7. Booking rooms and accommodation in the hotel are for those who are over the age of 18. Despite the above, accommodation for a person under the age of 18 will only be possible if accompanied by a person over the age of 18.
- 9.8. In regard to staying at the hotel - a guest who is up to two years old will be considered a baby, and one who is between two and twelve years old will be considered a child.
- 9.9. The User must ensure the veracity of the data and the accuracy of the details when entering the data when placing the order. The Company will not be responsible for an error of any kind made by the buyer in entering the purchase details, including an error in choosing the hotel, date, number of beds, as well as any other service booked by the buyer through the Website.
- 9.10. In case of an error in the price of the Services listed on the Website, this will not be binding on the Company, and it will be entitled to credit the User with the amount of the transaction and/or contact him to make the reservation properly, provided this has been brought to the User's attention.
- 9.11. Payment in cash at the Company's Hotels is subject to the Reduction of Use of Cash Law, 5778-2018.
- 9.12. These Terms & Conditions apply only to those who are defined as "consumers" in the Consumer Protection Law, i.e., those who receive a service from a dealer as part of his business for use that is primarily personal, domestic, or family. For the avoidance of doubt, the provisions of the Terms & Conditions will not apply to reservations made by an agent or commercial entity.