



Iris St. Petersburg Centr  
Standard Operational Procedure

Ирис Санкт – Петербург Центр  
Стандарт операционных процедур

# IRIS LOYALTY PROGRAM

## GENERAL TERMS AND CONDITIONS OF PARTICIPATION

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### 1. PROGRAM DESCRIPTION

The Iris Loyalty Program (hereinafter referred to as the "Program") is offered by LLC "KESCO - Baltia" (hereinafter referred to as the "Operator") — a company that owns and manages the Hotel "Iris Saint Petersburg Center" (hereinafter also referred to as the "Hotel"). The Program is designed to allow its participants (hereinafter referred to as "Participants") to enjoy various privileges (described below) during their stay at the hotel.

The Loyalty Program is governed by these General Terms and Conditions of Participation, published on the website [irishotelspb.ru](http://irishotelspb.ru). The Operator reserves the right to modify them at any time. Modified Program participation conditions become effective from the date of their placement on the Website and are deemed to be accepted unconditionally by any user continuing to use the Program. The current participation conditions are those in effect on the day of navigation on the Website.

In these Regulations and conditions of participation in the Program, Moscow Time (GMT+3) is indicated. Unless otherwise specified, no other time zone will be used, regardless of the Client's or Participant's place of residence.

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### 2. DEFINITIONS

**Hotel** – Hotel "Iris Saint Petersburg Center" located at: Russia, Saint Petersburg, Ligovsky Prospect, House 54, Litera A. Registration number in the accommodation facilities registry - №C782024007799, link in the information and telecommunication network "Internet" to the entry in the registry of classified accommodation facilities - <https://tourism.fsa.gov.ru/ru/resorts/hotels/597bc971-c607-11ef-92da-97578fd53935/about-resort>

**Check-in Registration:** the date of arrival at the hotel.

**Check-out Registration:** the date of departure from the hotel.

**Guest (Client):** an individual who has paid for one night or daytime use at the hotel.

**Daytime Use:** a booking of a room or conference hall for use only during the day, when check-in and check-out occur on the same day.



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**Participant:** a Client who has accepted the General Terms and Conditions of Participation in the Program.

**Status Night:** a night during a Participant's stay at the hotel.

**Status:** a level that depends on the amount of money spent on accommodation at the Hotel, accumulated by a Program participant during a certain period, and which determines the benefits received by the participant.

**Personal Account:** a participant's personal account on the website [irishotelspb.ru](http://irishotelspb.ru), a protected section of the website intended for authorized users, which allows them to manage their account, receive services, and view personal information.

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## 3. HOW TO JOIN THE PROGRAM

### Conditions for Joining the Program

Any individual who is of legal age or possesses legal capacity to enter into contracts in accordance with the legislation of the country of residence of the Participant may become a Participant of the Program.

Participation in the Program is free of charge.

Participation is confirmed by a Participant Card, which may be provided in digital form. The Participant Card is issued only for a specific individual. The Card cannot be sold, rented, or transferred to another party. The Card is not a means of payment and does not serve as a booking guarantee. Each card displays a unique identification number. Each Participant may own only one Card.

The Card is accessible exclusively to the Participant whose identification number is indicated in their personal account as the card owner.

To join the Program, you must have a valid personal email address. Two or more Participants cannot use the same email address. By becoming a Participant in the Program, you agree to receive electronic messages about the Program's services, including information about the management of the Participant's account.

Program Participants agree that its conditions may be changed in whole or in part at any time. Participants will be notified of changes that may substantially alter the rights and obligations of Participants within the Program before the changes take effect, through publication on the website [irishotelspb.ru](http://irishotelspb.ru) and/or by email. Participants retain the ability to cancel their participation in accordance with Section 11.1. Participation in the Program after the effective date of changes indicates that the Participant agrees with them.

### Program Participant Registration

A Client may join the Program by registering on the website [irishotelspb.ru](http://irishotelspb.ru).



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The Guest must provide the necessary and mandatory data requested during entry into the Program (Full Name, valid email address, valid mobile phone number).

A new participant must accept the General Terms and Conditions of the Program.

From the moment of acceptance of the General Terms and Conditions of Participation in the Program, the Participant gains access to all Program benefits, including various functionalities of the website [irishotelspb.ru](http://irishotelspb.ru) and identification on the website.

## **Client Account**

To register in the Program, the Client must create a client account by providing the information required in the registration form, including their username (hereinafter referred to as "Username").

The Client represents that the information they provide in the registration form or send to the Operator is true and complete. The Operator is not responsible if the Client provides or sends inaccurate or incomplete information, and if, as a result, the Operator cannot provide the Client with all Program capabilities described in this document.

The Client's Username is strictly personal and confidential. The Client bears sole responsibility for the storage and use of their Username. The Operator is not responsible to the Client for any damages caused by unauthorized, fraudulent, or misuse of their Username.

The Client agrees to immediately inform the Operator in case of unauthorized use of the Client's Username by another person or in case of loss of the Username.

The Personal Account allows the Participant to:

- View the account balance;
- Track the history of their bookings and make changes to any existing bookings;
- Subscribe to receive newsletters;
- Gain access to individual offers and services.

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## **4. USE OF PARTICIPANT CARD**

In order to use the appropriate privileges, the Participant must provide their card number each time they request any service and/or present their card in digital form upon arrival at the hotel. Compliance with these requirements is necessary to obtain Program privileges.

Participants have access to their digital card in the Participant Account (on the website [irishotelspb.ru](http://irishotelspb.ru)).

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## 5. SUSPENSION OR TERMINATION OF PROGRAM PARTICIPATION

The following actions may serve as a basis (at the discretion of the Operator) for temporary suspension of participation in the Program or for cancellation of participation without prior notice to the Participant and without compensation, followed by the liquidation of Points accumulated on the Participant's Card in accordance with the conditions set forth in Article 12 of the Program:

- Violation by the Participant of these Terms and Conditions of Participation;
- Non-fulfillment of payment obligations (for accommodation at the Hotel or for other Hotel services);
- Violation of the rules of residence at the Hotel;
- Fraudulent use of the card;
- Provision of false information and/or harmful or reprehensible actions by the Participant or any person accompanying them (in particular, abusive behavior toward hotel staff, guests, or any other persons related to services, benefits, or other advantages provided by the hotel), including during events organized within the Program framework.

Such suspension or cancellation does not affect the Operator's ability to make a claim against the Participant.

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## 6. HOW TO EARN STATUS

### 6.1 General Conditions for Obtaining Status

Statuses are assigned in accordance with confirmed spending at the Iris Saint Petersburg Center Hotel.

**Non-transferability of Benefits:** Statuses and their corresponding benefits cannot be transferred to another person, are strictly personal, and cannot be assigned.

By agreeing to the General Terms and Conditions of Participation in the Program, the Participant acknowledges and agrees that the possession of any particular Status does not constitute a means of guaranteeing payments and has no monetary value regardless of how it was obtained. Monetary compensation for lost or unused Statuses and privileges is not provided.

### 6.2 Tariffs Providing Status Acquisition

Only stays booked at tariffs that provide for Status acquisition give the Participant the right to benefits within the Program.



Tariffs that provide for Status acquisition include all standard, corporate, and promotional tariffs completed through the guest's personal account on the website [irishotelspb.ru](http://irishotelspb.ru), or directly through the reservations department, but DO NOT include the following:

- Accommodation tariffs for group bookings with a general bill for accommodation fully paid by the organizer (except for special offers);
- Tariffs for crews (airlines, transportation and other companies, etc.);
- Tariffs for tour operators;
- Third-party tourist online agencies (such as Ozon Travel, Yandex Travel, Ostrovok, etc.).

### **6.2.1 Expenses Allowing Status Acquisition for Qualifying Accommodation at the Hotel**

Status acquisition (change) can only occur with bookings that have been fully paid and the Participant who booked the room through their personal account on the website [irishotelspb.ru](http://irishotelspb.ru) or through the reservations department personally stayed at the hotel.

The following are counted as expenses:

- Accommodation expenses in a room at the hotel.
- Additional services that the Participant can add at the booking stage on the website [irishotelspb.ru](http://irishotelspb.ru). If the Participant does not pay for services in full, statuses for such services do not change.

### **6.2.2 Expenses Not Meeting Program Criteria**

The following expenses are not counted when acquiring/changing Statuses:

- Taxes (in particular VAT), tips, taxi transportation expenses, transfer to/from the hotel, service fees, and other applicable charges;
- Expenses incurred for organizing a company seminar, banquet, or any other event, including private events fully paid by the Participant;
- All fees and expenses not specified as providing for Status acquisition.

## **6.3 Status Acquisition Scale in Accordance with Hotel Spending**

The Program offers five Statuses that are assigned based on the amount of money spent on accommodation at the hotel: Classic, Silver, Gold, Platinum, Diamond.

The following table presents the thresholds for accumulating Status Points (Accumulations), the collection of which will allow for the next level.



STATUS	Classic	Silver	Gold	Platinum	Diamond
Accumulation Amount	0– 79,999 ₽	80,000– 299,999 ₽	300,000– 499,999 ₽	500,000– 999,999 ₽	1,000,000 ₽+

Table 1: Status Achievement Thresholds

## 7. STATUSES

During the Program participation period, you can achieve a higher status by reaching the required number of Accumulations in accordance with the table below:

STATUS	ACCUMULATED POINTS (₽)
SILVER	80,000
GOLD	300,000
PLATINUM	500,000
DIAMOND	1,000,000

Table 2: Status Point Thresholds

At the beginning of each year (N), a count is made of the qualifying Status Points earned by the Participant during the previous calendar year (N-1).

If during year N-1 the Participant reached the established threshold allowing them to maintain their current Status or achieve a higher Status, they retain the Status of year N-1 for the next calendar year.

If during year N-1 the Participant reached one of the threshold values allowing them to achieve a higher Status, they will retain this new Status obtained in year N-1 for year N.

If during year N-1 the Participant did not reach any of the threshold values allowing them to maintain their status, they lose that status. Status Points counters are reset to zero on January 1 of each calendar year.

Status Points affect exclusively the change of Status.



## 8. BENEFITS AND SERVICES OF HOTELS PARTICIPATING IN THE PROGRAM

### 8.1 Benefits and Services of the Program Intended for All Participants

Only the Participant themselves, upon presentation of a loyalty card and in accordance with its Status on the day of Check-in, can receive benefits.

**Guaranteed Benefits Depending on Status:** Privileged and personalized service must be provided to participants based on their status. The list of available privileges is presented in the table below.

Such privileges are provided only for stays that provide for Point accumulation, with the exception of bookings for Daytime Use (as defined in Section 2 of this Program).

Privilege	Classic	Silver	Gold	Platinum	Diamond
Members Rate	X	X	X	X	X
Free Internet Access	X	X	X	X	X
Room Allocation by Preference	X	X	X	X	X
Welcome Drink	X	X	X	X	X
10% F&B Discount	—	X	X	X	X
Late Check-Out	—	—	X	X*	X
Early Check-In	—	—	—	X	X
Personalized Welcome Amenity	—	—	X	X	X
Room Upgrade	—	—	X	X	X
Free Weekend Breakfast	—	—	—	—	X

Table 3: Program Benefits by Status

\*The 10% F&B Discount does NOT include Breakfast services, Room Service, Mini-bar, or conference services.



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## **8.2 Participant Tariff**

The Participant Tariff is a publicly available discounted rate.

The Participant Tariff is available exclusively to Program Participants. To use the Participant Tariff, the Participant must make a booking through their Personal Account on the website [irishotelspb.ru](http://irishotelspb.ru) and present their participant card at the hotel.

The Participant Tariff consists of a discount of 10% to 20% from public rates, excluding taxes and additional expenses, and depends on room availability at the hotel and the selected dates. As an exception, the Participant Tariff may also apply to some promotions or special offers (in which case this will be indicated in the conditions of each offer and promotion).

Booking under the Participant Tariff can be made on the website [irishotelspb.ru](http://irishotelspb.ru) or directly at the hotel.

One participant may book no more than 5 rooms at a time under the specified Tariff for the same dates of stay.

## **8.3 Free Breakfast**

This privilege for providing breakfast on weekends (excluding room service) is provided to Participants with Diamond status for the entire qualifying stay period.

The privilege is provided to the Participant and to guests staying with them in the room, unless otherwise specified in the Special Conditions of a particular booking.

During the booking process, the participant can select specific offers that include breakfast on the corresponding nights (only weekend nights). These offers are available through the following direct channels:

- Website [irishotelspb.ru](http://irishotelspb.ru);
- By phone by contacting the hotel directly;
- At the hotel's front desk.

If booking multiple rooms, free breakfast can be used only by persons staying in one room with the participant who made the booking.

In case of arrival at the hotel without a reservation or without selecting this special offer during booking, a Program Participant may request breakfast service on weekends upon check-in (registration).

In case a Diamond status participant's booking is made under a rate that already includes breakfast for the entire stay period, the cost of breakfast included in the rate is not subject to deduction or reimbursement, including for weekend breakfasts. Nights to which this benefit applies:

Friday and Saturday nights – meaning free breakfast is provided on Saturday and Sunday mornings.





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## **8.4 Welcome Drink for [irishotelspb.ru](http://irishotelspb.ru) Participants**

Participants with Classic status and above are offered a welcome drink during their stay at the hotel. For each stay, participants receive a voucher upon arrival. This drink is provided to participants who booked a room and are staying at the hotel, as well as to all registered guests staying together with the Participant in one room.

All subsequent stays (check-out and check-in on the same day) at the same hotel are considered one stay and do not entitle the Participant to additional vouchers. In case of multiple bookings at one hotel with the same check-in and check-out dates, a voucher is provided to the Participant only once.

The number of vouchers and drink selection are determined by the hotel. Details can be clarified at the hotel.

The assortment of drinks provided may vary and depends on your current status in the Program.

## **8.5 Free Early Check-In / Late Check-Out**

Program Loyalty Program Participants are offered the opportunity for free Early Check-In (and/or)\* Late Check-Out during check-in/check-out at the hotel in accordance with your current Status\*\*. This privilege is provided upon request and subject to room availability.

Free Early Check-In implies check-in earlier than the standard check-in time established by the hotel, but not earlier than 09:00 AM on the day of arrival. Early Check-In is provided subject to available rooms.

Free Late Check-Out implies check-out after the standard check-out time established by the hotel, but not later than 18:00 on the day of departure. Late Check-Out is provided subject to available rooms.

\*The use of privileges individually or jointly depends on the Participant's Status in the Program and room availability.

\*\*Free Early Check-In/Late Check-Out privilege is provided to Loyalty Program Participants starting from Silver status and above.

## **8.6 Free Room Category Upgrade**

Participants with Gold status and above are offered the opportunity for a free room category upgrade during check-in/check-out at the hotel. This privilege is provided upon request and subject to room availability.

The Participant is provided a free upgrade to the next category above the booked room. If a higher category room is not available, the hotel has the right to offer an alternative:

- Accommodation in a better room of the category booked by the Participant – on a higher floor, with a better view, in a corner room, or with better amenities.
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## 9. REQUESTS REGARDING PARTICIPANT ACCOUNT

### 9.1 Cancellation of Participation by Participant

A Participant may at any time decide to terminate their participation in the Program.

### 9.2 Suspension or Cancellation of Participation at the Operator's Initiative

Any use of the [irishotelspb.ru](http://irishotelspb.ru) card not in accordance with these General Terms and Conditions of Participation in the Program may serve as a basis, at the discretion of the Operator, for the following measures:

- Temporary suspension of the Participant's participation for a period established by the Operator's decision, but not exceeding three (3) months ("Suspension Period");

Termination of Program participation for any reason implies immediate cancellation of the card, its benefits, closure of the account, and deletion of all accumulated points without the possibility of the participant receiving any compensation.

Additionally, in case of Account inactivity for six (5) years, the account will be automatically closed by the Operator.

### 9.3 Consequences of Suspension of Participation

During the Suspension Period, the Participant will not be able to use the Privileges in accordance with the conditions set forth in Article 10 of this document.

During the Suspension Period and no later than the date of its expiration, the Operator may make the following decisions:

- Lift the suspension – in which case the Participant will again be able to enjoy the benefits and services due to Participants;

Or

- Announce the cancellation of participation in accordance with the provisions of Section 11.1.

### 9.4 Consequences of Cancellation of Participation

In all cases, termination of participation in the Program implies complete withdrawal from it and final termination of any relations between the Operator and the participant within the Program framework. Additionally, termination of participation in the Program entails the cancellation of the opportunity to receive Privileges.

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## 10. COMMUNICATIONS FROM THE PROGRAM

A Participant can become familiar with all information related to their participation in the Program on the website [irishotelspb.ru](http://irishotelspb.ru) in their client account. This is a reminder that in accordance with Section 4.1, by becoming a Participant in the Program, you will begin receiving electronic messages about the Program's actions and services. If a Participant no longer wishes to receive information that is an integral part of the Program, they must request their exclusion from the Program by sending a letter to the email address: [pd@lsrgroup.ru](mailto:pd@lsrgroup.ru).

Additionally, each Program Participant can subscribe to receive electronic messages intended to inform about offers, promotions, and benefits related to the Program. If a Program Participant does not wish to receive commercial notifications, they can unsubscribe at any time using the appropriate link in such notifications or in their account. Unsubscribing does not affect Program participation.

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## 11. PERSONAL DATA PROTECTION

Processing and protection of information about Loyalty Program Participants is carried out in accordance with the Personal Data Processing Policy, published on the website [irishotelspb.ru](http://irishotelspb.ru). This section is intended to draw the attention of Program Participants to key points regarding the use of their personal information within the framework of Program participation.

### **Purposes of Processing Information about Program Participants:**

- Performance of these General Terms and Conditions of the Loyalty Program and administration of participation in it;
- Marketing activities of the Operator (including targeted marketing campaigns);
- Distribution of electronic commercial messages about the Program.

**Directions of Information Transfer about Program Participants:** To authorized representatives of the Operator responsible for Program administration, as well as to contractors (service providers) of the Operator, if necessary for Participants to receive the benefits available to them. At the same time, the email addresses of Loyalty Program Participants are not transferred to contractors for sending their own commercial messages unless the participants have explicitly agreed to this.

Each Loyalty Program Participant may contact [pd@lsrgroup.ru](mailto:pd@lsrgroup.ru) and request access to their personal information, its correction, deletion, restriction, or withdrawal from processing.

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## 12. ACCEPTANCE OF GENERAL TERMS AND CONDITIONS OF PROGRAM PARTICIPATION, DISPUTE RESOLUTION PROCEDURES, AND APPLICABLE LAW

Accession to the Program implies unconditional acceptance by Participants of these General Terms and Conditions of Participation in the Program. The General Terms and Conditions of Participation in the Program take precedence over any previous version of the General Terms and Conditions of Participation.

These General Terms and Conditions of Participation in the Program are governed by the legislation of the Russian Federation.

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## 13. ADDITIONAL INFORMATION

All additional and clarifying information about the Program and about the benefits of Program Partners can be found on the website [irishotelspb.ru](http://irishotelspb.ru), in the section dedicated to the Loyalty Program.

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### Document Information:

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  - **Effective Date:** November 15, 2025
  - **Hotel:** Iris Saint Petersburg Center
  - **Address:** Ligovsky Prospect, House 54, Litera A, Saint Petersburg, Russia
  - **Website:** [irishotelspb.ru](http://irishotelspb.ru)
  - **Email Support:** [pd@lsrgroup.ru](mailto:pd@lsrgroup.ru)
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*This document is provided in English as a translation of the original Russian Loyalty Program Terms and Conditions for the convenience of international guests and partners.*