

**“VOLARE” LOYALTY PROGRAM REGULATIONS IN ACCORDANCE WITH ITALIAN PRESIDENTIAL DECREE NO. 430, 26 OCTOBER 2001**

## **1. DEFINITIONS**

**Volare Code:** indicates the individual Member's personal numerical code.

**Co-promoter:** indicates Volare Loyalty S.p.A., as identified in Article 2 below.

**Program:** indicates the rewards operation aimed at retaining the Promoter's customer loyalty.

**Reward(s):** indicates the airline ticket, discounts on the purchase of airline tickets or other rewards obtainable using the accumulated Points in accordance with the terms and conditions of the present Regulations, including special on-board services, both on-air and on-ground (including, for exemplary purposes only, lounge services and travel class upgrades).

**Promoter or ITA Airways:** indicates ITALIA TRASPORTO AEREO S.p.A., as identified in Article 2. below.

**Points:** indicates the unit of measurement of the points earned in the Program.

**Regulations:** indicates all of the terms and conditions, rules and regulations, contained in the present document (as amended from time to time), on the [www.ita-airways.com](http://www.ita-airways.com) website and/or in any communications relating to the Program that govern the operation of the same Program.

**Member:** indicates the natural person participating in the Program by virtue of their adhesion to and acceptance of the Regulations.

## **2. PROMOTER and Co-PROMOTER**

The Promoter of the ITA AIRWAYS VOLARE BUSINESS CLUB Program is ITALIA TRASPORTO AEREO S.p.A. (hereinafter referred to as ITA Airways), with headquarters at Via XX Settembre 97 – 00187, Rome, Italy; VAT Identification Number, Fiscal Code and Italian Business Register Registration Number 15907661001.

The Co-Promoter of the Program is Volare Loyalty S.p.A., with headquarters at Piazza San Babila 4A – 20122, Milan, Italy; VAT Identification Number, Fiscal Code and Italian Business Register Registration Number 12281660964.

## **3. DURATION**

From 15 October 2021 to 15 October 2024, unless extended.

In any event, the total duration of the scheme, including any eventual extensions, will be no more than five years.

## **4. RECIPIENTS OF THE REWARD PROGRAM**

The beneficiaries of the Program are any natural person who purchases the goods and services promoted by the Program under the present Regulations.

## **5. PROGRAM PROCEDURES AND STAGES**

Program registration is always free of charge.

To join the Program, the user must register on the [www.ita-airways.com](http://www.ita-airways.com) website or the "ITA Airways" app, which can be downloaded from the following app stores: Apple Store and Play Store, or through any other channels that may be communicated from time to time by ITA.

All natural persons over sixteen years of age, who travel by air with ITA Airways and request subscription to the Program can participate in the Program. It is hereby understood that, in accordance with national law, Members of the Program who are minors will require authorization or consent by the responsible caregivers. Subscription of minors will only be authorized on valid receipt of said authorization or consent, for which the legally responsible caregiver must be able to provide documented proof to ITA at any time, and said subscription will be under the sole responsibility of the legally responsible caregiver.

When registering for the Program, users will be asked to provide their credentials (email, password) and all other necessary personal details (first name, last name, date of birth, phone number, address and gender), which are

required to log in to the user's personal account. The personal data provided by Members when subscribing to the Program must be truthful and accurate. The Promoter and the Co-promoter reserve the right to verify and correct any eventual typing errors in the data provided, to the extent that this is necessary to allow the Member to participate in the Program. On the first access attempt the Member will be asked to confirm the email address they provided when signing up to the Program. In the event of successful verification, each user will be associated with a unique personal profile to enable them to participate in the Program and, consequently, each Member will be assigned one Points wallet only.

The Program is divided into two stages: Stage 1 from 15 October 2021 until and no later than 28 February 2022; Stage 2 from 1 March 2022 until the end date of the Program, as described in more detail below.

Each Member can withdraw from the Program at any time, at no additional cost, by accessing the appropriate area on the [www.ita-airways.com](http://www.ita-airways.com) website or the "ITA Airways" app. The profile will be deleted with immediate effect, and all of the data on the Member and the Points that are still in their Points wallet will also be deleted.

ITA Airways and the Co-Promoter reserve the right to carry out appropriate checks to verify compliance with the present Regulations and to deny participation and/or exclude Members from the Program and/or cancel any Points and/or Rewards requested by individuals who do not meet the requirements set out in the Regulations, or in the case of previous participation in the Program, at the sole discretion of ITA Airways or third parties appointed by the same, failed to observe the Regulations, or used any means, methods and/or tools that, at their sole discretion, are considered suspicious, fraudulent or in violation of the normal operational procedures of the initiative.

### **STAGE 1**

Members who subscribe to the program by 15 November 2021, will be entitled to a welcome bonus of 10,000 points ("**Welcome Bonus**"), which can be used within the Program once the user functions have been activated (Stage 2). Specifically, the Welcome Bonus will be credited to your Member Points balance by 28 February 2022, provided that you have purchased at least one return flight or two one-way flights to be made by 31 December 2021. Said Points may be used from 1 March 2022 (see Stage 2, paragraph b)); said Points will also be calculated in order to calculate the thresholds to access the Exclusive Clubs, as referred to in Article 7 that follows.

### **STAGE 2**

The Member will receive their Volare code that corresponds to their personal Volare account within and no later than 28 February 2022. Using the Volare Code in their personal account allows members to:

- Access their Points wallet;
- Receive, as soon as technically possible, the accumulated Points after each flight the Member books and any other purchase that allows them to accumulate Points (see Stage 2, paragraph a));
- Receive the credit of the Points accrued for ITA Airways flights carried out from 15 October 2021 to 28 February 2022 (previously only tracked in the Member's personal area).
- Use the request Points function in each Member's personal account to receive Point credits earned in relation to purchases made prior to obtaining a Volare Code, in accordance with the criteria communicated by ITA Airways and the Co-Promoter from time to time, so long as the Member can provide the codes that allow for the identification of the purchased goods/services (e.g. ticket reference number).

#### **a) Earning Points**

Each Member will have access to their own personal account where they can earn and credit the rightfully earned points. Points will be credited automatically in the circumstances indicated below, unless the Member is required to communicate their Volare Code at the time of purchase of the goods/services promoted by ITA Airways:

Flights that are both sold and operated by ITA Airways, effectively purchased by, or on behalf of the Member, and used by the same individual, with the exception of, as soon as technically possible, rewarding of Points also for flights that are sold and/or operated by partner airline companies, communicated by ITA Airways from time to time in the appropriate section of the [www.ita-airways.com](http://www.ita-airways.com) website or "ITA Airways" app.

- It is hereby understood that unused purchased flights (even following cancellation and without prejudice to the application of ITA Airways policies with regard to the eventual recognition of the related refunds) will not entitle the Member to accumulate Points; any flights for which check-in was completed by a Member (i.e. an individual currently subscribed to the Program) that allow for the accumulation of Points, even those that were purchased before subscribing to the Program;

- Purchase and use of goods and/or services provided by ITA Airways (onboard boutique), as soon as technically available;
- Purchase of ancillary services available for a fee on ITA Airways flights; the Points that will be recognized for the purchase of these ancillary services will not be counted for the purpose of calculating the thresholds to access the exclusive Clubs referred to in the following article 7 and the multipliers provided for in relation to membership of these Clubs will not apply Exclusive;
- Additional Point earning initiatives, communicated from time to time by ITA Airways and the Co-Promoter.

The total sum of the accumulated points is calculated based on the client's purchases (the so-called revenue-based model), net of taxes and any other eventual duties (including VAT), based on the 1 Euro = 10 Points model (with potential further increases if a Member is also part of one of the Exclusive Clubs referred to in Article 7 of the present Regulations, depending on the type of airline ticket purchased, as shown in Annex A).

Earning points on the purchase of airline tickets may vary depending on the type of purchase made (class, destination, etc.), with the possibility of receiving bonus Points, in the manner that will be communicated by ITA Airways from time to time.

Points can also be earned when purchasing ITA Airways accessory services, including the eventual possibility of receiving a Points bonus, in the manner communicated by ITA Airways from time to time in the appropriate section of the [www.ita-airways.com](http://www.ita-airways.com) website or the "ITA Airways" app.

We would like to underline that, with the exception of limited-time offers, which will be communicated from time to time in the appropriate section of the [www.ita-airways.com](http://www.ita-airways.com) website or the "ITA Airways" app, this does not give the Member the right to earn Points for the following types of airline tickets: (i) tickets subject to special terms and conditions (e.g. tickets for employees, humanitarian flights, flights organized by national authorities), (ii) group booking tickets, unless further special conditions apply, depending on the ticket requirements, (iii) tickets purchased with e-coupons (discount codes) for the partial value of the ticket purchased with the coupon.

#### ***Special Points accumulation methods, subject to update***

Members who purchase a flight ticket between **1 March and 31 March 2022** (subject to possible extension) that will be used between 1 March and 31 August 2022, can benefit from the "Double Points" initiative, which allows members to receive double the amount of Points they would normally earn. These additional Points that are part of this initiative will also be counted for the purpose of calculating the thresholds for access to the Exclusive Clubs referred to in Article 7 below. Said Points will be credited by 30 September 2022, provided that the Member has used the purchased flight tickets within the aforementioned date of 31 August 2022.

At the discretion of the Promoter and the Co-Promoter, similar initiatives that provide for the special allocation of Points, including any welcome bonuses, may be periodically proposed under the terms and conditions that will be appropriately disclosed in the appropriate section of the [www.ita-airways.com](http://www.ita-airways.com) website or the "ITA Airways" app.

#### ***b) Using Points***

Starting from 1 March 2022, Members will have the opportunity to use the earned Points according to the criteria indicated in paragraph a) to claim the following Rewards:

- Purchase of ITA Airways air tickets (the indicative values are shown in Annex A);
- Purchase of ITA Airways additional services (at the time of booking and during check-in, whenever the same are technically available).
- Purchase with ITA Airways discount coupons, whenever the same are technically available.

Points can be used within the appropriate section of the [www.ita-airways.com](http://www.ita-airways.com) website or the "ITA Airways" app and other means, which will be communicated from time to time to the Member, as well as in the manner defined and communicated from time to time by ITA Airways and the Co-Promoter. More specifically, before completing each purchase, at any time and for any category of flights available on the [www.ita-airways.com](http://www.ita-airways.com) website, the Member in question, having ensured they have correctly logged into their personal account and inserted their Volare Code, the transaction, which will be equal to the total sum of the purchased goods/services, will be automatically deducted from the Points balance (the so-called "Cash & Points Redemption" system). It is hereby understood that any eventual duties and/or taxes (including VAT) cannot be paid for using Points.

Points will be converted into different currencies according to the IATA exchange rate, which is subject to monthly updates. The minimum amount of Points that can be used by the Member is equal to 200 Points or a different amount, due to the aforementioned currency conversion operations for currencies other than the Euro. In the event that the Member's Points balance is not sufficient to cover the full price of the goods/service(s) he/she intends to purchase, the price of the goods/service(s) will in any case be reduced according to the total of available Points. On completion of a transaction that uses Points to purchase goods and/or services offered by ITA Airways, the Member indicated in the payment summary, account balance and their Points wallet will be able to view the points used.

In the case of refunds for goods/services purchased using Points, the ITA Airways refund policy will apply and, should circumstances permit, the refund will be made via the same payment method used for the original purchase (Points, cash or a combination of Points and cash, excluding any eventual airport taxes/duties, which will always be refunded as a cash payment). In the event the refund involves the refund of Points, either in part or full, as soon as technically possible, the Member will be able to view their updated Points balance in their Points wallet.

It is hereby understood that the Points and/or Rewards assigned to the Members cannot be converted to cash. The Member will not be able to earn any further Points as a result of the awarding and use of a Reward, either in part or full, using the earned Points, unless otherwise specified and communicated to Members by ITA Airways and the Co-Promoter.

In terms of the purchase of goods/services using Points, where applicable, said purchases are governed by Article 128 et. seq. of Italian Legislative Decree 206 of 6 September 2005 (Italian Consumer Code).

## **6. PROGRAM PARTNERS**

ITA Airways and the Co-Promoter reserve the right to communicate subsequent amendments to these Regulations pursuant to Article 11 below, initiatives, additional collaborations, including the list of partners of the current Program, which are in the process of being defined, to the Members, which will give Members the right to earn and use the Points awarded through the purchase of goods and services offered by its partners, according to the terms and conditions that will be promptly communicated to the Members in the appropriate section of the [www.ita-airways.com](http://www.ita-airways.com) website or the "ITA Airways" app.

## **7. EXCLUSIVE CLUBS**

The Program allows Members to access four exclusive ITA Airways clubs (as summarized below), which are divided into four different service access levels, which are based on the number of Points that each Member earns, in accordance with paragraph b) of Stage 2, regardless of their subsequent use when claiming rewards ("**Exclusive Clubs**").

The individual Member's access to the Exclusive Clubs can be activated with the Volare Code provided during Stage 2 of the registration process (as referred to in Article 5). During the Program, once the threshold of the aforementioned Points to access a higher level Exclusive Club has been reached, Member access will be activated as soon as possible (in accordance with the necessary technical deadlines, which, in any case, will not exceed 90 days), as per the relative communication that will be sent to the Member. Membership of said Exclusive Club will be valid until the end of the following calendar year from the date in which access to said Exclusive Club was activated. Exclusive Club membership provides Members' with the following benefits (below is a list of a just a number of examples of these benefits):

- **Smart Club:**
  - o The ability to access the Program and earn Points for each purchase of goods/services offered by ITA;
  - o Access to a vast network of commercial partnerships that allow the Member to earn and use Points, as communicated from time to time in accordance with previously cited Article 5;
  - o Purchase of ancillary services using Points.
- **Plus Club** ( requires 30.000 points to access and maintain membership):
  - o Exclusive Smart Member benefits;
  - o Additional luggage allowance;
  - o Priority luggage delivery;
  - o Priority boarding;
  - o Priority check-in and transfer desk;
  - o Priority lost and found service;

- Dedicated customer service.
- Premium club (requires 60,000 points to access and maintain membership):
  - Exclusive Plus Member benefits;
  - Access to available airport lounges;
  - Free seat selection;
  - Dedicated customer service;
  - Priority boarding;
  - Dedicated on-board welcome (as soon as technically available).
- **Executive Club** (requires 90.000 points to access and maintain membership):
  - Exclusive Premium member benefits;
  - Access to available airport lounges;
  - Free seat selection;
  - Dedicated customer service;
  - Priority boarding;
  - Welcome pack.

## 8. NATURE AND VALUE OF THE AVAILABLE REWARDS

The indicative value of the individual Awards is determined based on the air fare prices in force at the time of issue of the same or the value of ITA Airways or its commercial partners services/products at the time of issue of the same. The estimated overall value of the rewards is approximately EUR 8 million.

## 9. FINAL REWARD REDEMPTION DATE

The Program entitles the Member to earn Points up to 15 October 2024. The Rewards may be requested by the Member by 15 November 2024, and will be delivered to the entitled party at the same time, with the exception of any Rewards that must be delivered to the Member's home (which must be communicated when requesting material Rewards). ITA Airways and the Co-Promoter will do all in their power to deliver said Rewards within 90 days of the request.

## 10. COMPLAINTS PROCEDURE

Any eventual complaints may be brought to the attention of ITA Airways and the Co-Promoter by sending an email to [reclami@ita-airways.com](mailto:reclami@ita-airways.com) (for Members residing in Italy); overseas members can contact [complaints@ita-airways.com](mailto:complaints@ita-airways.com).

ITA Airways Customer Center will respond to any eventual complaints as soon as possible and, in any case, within 20 days of receipt of the same.

## 11. AMENDMENTS TO THE REGULATIONS

ITA Airways and the Co-Promoter reserve the right to modify, even partially and at any time, the participation procedures of the Program, it being understood that such modifications will not affect the rights acquired by the Members in the meantime and that adequate communication is provided, using the same means with which the Program was brought to the attention of the Members, or other equivalent means (e.g. by email communication).

## 12. CONTACTS

Certified email address (PEC): [italiatrasportoaereo@legalmail.it](mailto:italiatrasportoaereo@legalmail.it).

Phone: 800 936090.

ITA Airways customer service (Italy): 800 936090.

ITA Airways customer service (overseas): 06 85960020 (charges apply)

[Link to contact page](#)

## 13. PROCESSING OF PERSONAL DATA

As joint Data Controllers, ITA Airways and the Co-Promoter hereby inform Members that the personal data freely provided by the same for the purpose of participation in the Program will be processed in accordance with the notice on the following website: [\[Privacy Policy\]](#).

#### **14. DEFERMENT AND LEGAL CONFLICTS**

For everything else not expressly foreseen and governed by the present Regulations, please refer to the applicable laws and regulations, in particular Italian Presidential Decree 26 October 2001, No. 430, published in the Official Gazette (Gazzetta Ufficiale -G.U.) on 13 December 2001, No. 289), and successive amendments and integrations.

In the event of a conflict between the provisions of this Regulation and the mandatory provisions of the aforementioned legislation, the latter must be understood as prevailing over the former.

#### **15. APPLICABLE LAW AND JURISDICTION**

The Promoter and the Co-Promoter reserve the right to bring legal action against any Member who fails to respect the present Regulations, engages in fraud or attempted fraud, or in any case threatens the regular operation of the Program.

The present Regulations are subject to Italian law.

Any dispute relating to this Program (and related Regulations) will be referred to the competent court of law.

**In effect from June 13, 2023**

#### **Integrations**

#### **“ITA AIRWAYS VOLARE BUSINESS CLUB” STAGES/PROGRAM**

#### **16. DEFINITIONS**

**FQTB Code:** this indicates the numerical code sent to the SME that has correctly subscribed to the ITA AIRWAYS VOLARE BUSINESS CLUB Program, which allows the company to track the flights of the employees associated with the SME's account.

**Company Code:** this is the numerical code sent to the SME that has correctly subscribed to the ITA AIRWAYS VOLARE BUSINESS CLUB, which allows the company to invite its Employees/Collaborators to use the Program.

**FF Code:** this is the “frequent flyer” code, i.e. the personal numerical code given to the Volare Program member when they first sign up to the same Volare Program.

**Co-promoter:** indicates Volare Loyalty S.p.A., as identified in Article 2 below.

**Employee(s)/Collaborator(s):** indicates any employee or collaborator of the SME, subscribed to the ITA AIRWAYS VOLARE BUSINESS CLUB and the Volare Program.

**ITA Airways Connect:** indicates the B2B ITA Airways portal, which can be accessed via the following link: [www.ita-airways-connect.com](http://www.ita-airways-connect.com).

**Marketplace:** indicates the [https://www.loyaltyprogram.ita-airways.com/it\\_it/](https://www.loyaltyprogram.ita-airways.com/it_it/) website.

**Partner(s):** indicates the Promoter’s commercial partners, a list of which can be seen at the following link: [https://www.loyaltyprogram.ita-airways.com/it\\_it/](https://www.loyaltyprogram.ita-airways.com/it_it/)

**Reward(s):** indicates the airline ticket, discounts on flight tickets, or any other reward that can be obtained using the accumulated Points, in accordance with the terms and conditions of the present Regulations.

**Corporate Program:** indicates the program for large-scale companies.

**ITA AIRWAYS VOLARE BUSINESS CLUB PROGRAM:** indicates the present loyalty/reward program for Small- and Medium-sized companies.

**Volare Program:** indicates the initiative promoted by ITA Airways and Volare Loyalty S.p.A., from 15 October 2021 until 15 October 2024, which is subject to the terms and conditions stipulated in the Regulations, which can be viewed at the following link: [https://www.ita-airways.com/it\\_it/volare/theprogram/regulations.html](https://www.ita-airways.com/it_it/volare/theprogram/regulations.html).

**Promoter or ITA Airways:** indicates ITALIA TRASPORTO AEREO S.p.A., as identified in Article 2 below.

**Points:** indicates the points accumulated through the ITA AIRWAYS VOLARE BUSINESS CLUB Program when carrying out the qualifying actions in accordance with the present Regulations.

**Company Contact:** indicates the SME’s Company Contact, who has the necessary powers to act on the companies behalf for the purpose of the present Regulations.

**Regulations:** indicates the entirety of the laws and regulations contained in the present document (which may be subject to change from time to time), published on the ITA Airways Connect [portal](#), which may be integrated and/or updated from time to time and communicated on the same website and directly to members of the ITA AIRWAYS VOLARE BUSINESS CLUB.

**SME/SMEs:** indicates the small- and medium-sized company that uses the ITA AIRWAYS VOLARE BUSINESS CLUB Program, i.e. the companies that respond to the requirements stipulated in Article 4 of the present Regulations.

## 17. PROMOTER and Co-PROMOTER

The Promoter of the ITA AIRWAYS VOLARE BUSINESS CLUB Program is ITALIA TRASPORTO AEREO S.p.A. (hereinafter abbreviated to ITA Airways), with headquarters at Via XX Settembre 97 – 00187, Rome, Italy; VAT Identification Number, Fiscal Code and Italian Business Register Registration Number 15907661001.

The Co-Promoter of the ITA AIRWAYS VOLARE BUSINESS CLUB Program is Volare Loyalty S.p.A., with headquarters at Piazza San Babila 4A – 20122, Milan, Italy; VAT Identification Number, Fiscal Code and Italian Business Register Registration Number 12281660964.

## 18. DURATION

The ITA AIRWAYS VOLARE BUSINESS CLUB Program runs from 13th June 2023 until 15 October 2024.

In any event, the total duration of the scheme, including any eventual extensions, will be no more than five years.

## 19. BENEFICIARIES

Beneficiaries of the ITA AIRWAYS VOLARE BUSINESS CLUB Program are all SMEs with an annual flight expenditure with ITA Airways of up to 80.000 Euro.



The geographical area in which the ITA AIRWAYS VOLARE BUSINESS CLUB Program operates is the national Italian territory.

### **Ineligibility**

The following subjects are prohibited from taking part in the ITA AIRWAYS VOLARE BUSINESS CLUB Program:

- Any subjects, such as private individuals or consumers, who cannot be ascribed to company activities or entrepreneurial, commercial, artisanal or professional activities;
- Companies that are already members of other promotional programs or incentives offered by ITA Airways or companies that have been invited to take part in promotional programs but have declined said offer, unless the company's membership has been expressly approved in writing by ITA Airways;
- Companies that are already part of corporate groups that are already a member of the ITA AIRWAYS VOLARE BUSINESS CLUB or other promotional programs or incentives offered by ITA Airways, or companies that have been invited to take part in promotional programs but have declined said offers, unless the company's membership has been expressly approved in writing by ITA Airways;
- Companies that have a controlling body, affiliate or controlled company that is already a member of the ITA AIRWAYS VOLARE BUSINESS CLUB or other promotional programs or incentives offered by ITA Airways, or companies who have been invited to take part in promotional programs but have declined said offers, unless the company's membership has been expressly approved in writing by ITA Airways;
- Companies and/or individuals that sell flight tickets as a service for third party providers, regardless of whether they receive payment for said service, including and not limited to, for explanatory purposes only, travel agencies (particularly IATA and non-IATA travel agencies, consolidators), tour operators, other travel organizers (particularly companies that provide support services, such as, for exemplary purposes only, exchange programs), and cruise companies;
- Companies established for the sole aim of earning Points.

## **20. PROMOTIONAL PRODUCTS**

The aim of the VOLARE BUSINESS CLUB LOYALTY Program is to promote the purchase of ITA Airways airline tickets by SMEs.

## **21. OPERATING METHOD AND STAGES OF THE ITA AIRWAYS VOLARE BUSINESS CLUB PROGRAM**

Subscription to the ITA AIRWAYS VOLARE BUSINESS CLUB Program is always free of charge.

To join the ITA AIRWAYS VOLARE BUSINESS CLUB Program, the SME must sign up to the program on the [ITA Airways Connect](#) website.

Only SMEs that meet the requirements stipulated in Article 4 of the present Regulations can become a member of the ITA AIRWAYS VOLARE BUSINESS CLUB Program.

Once a company has signed up to the ITA AIRWAYS VOLARE BUSINESS CLUB Program, the Company Contact for each SME will need to fill in the appropriate form, providing both their personal details and those of the SME for which they are requesting membership, by filling in the mandatory fields and, at the users discretion, the optional fields in the form. The data provided by the Company Contact at the time of subscription to the ITA AIRWAYS VOLARE BUSINESS CLUB Program must be correct and verifiable. The Promoter and Co-Promoter reserve the right to retrospectively verify that the applicant meets the subscription requirements to join the ITA AIRWAYS VOLARE BUSINESS CLUB Program. Once the SME has subscribed to the program, the Company Contact will receive an email containing all the relevant information on how the ITA AIRWAYS VOLARE BUSINESS CLUB Program works, and how to activate their FQTB Code and Company Code. In any case, the SME can access their private account using the e-mail and password credentials provided at the time of registration.

Once the Employee/Collaborator has accessed their personal area on the [www.ita-airways.com](http://www.ita-airways.com) website or the [www.ita-airways.com](http://www.ita-airways.com) app, they can access the "Are you a member of an SME?" section of the website, where they can enter their Company Code and associate it with the relevant SME Code. Once the Company Code has been entered and confirmed by the Employee/Collaborator, the user will see the words "BUSINESS CLUB" in their personal Volare Program area.

If the Employee/Collaborator is not already subscribed to the Volare Program, they will need to sign up for the ITA AIRWAYS VOLARE BUSINESS CLUB Program by associating their Company Code with their personal account.



Each SME will be assigned a single ITA AIRWAYS VOLARE BUSINESS CLUB Program profile. Subsequently, each SME will have only one Points wallet for accumulating points earned by the Employees/Collaborators associated with the ITA AIRWAYS VOLARE BUSINESS CLUB Program, which can be earned in the manner described below.

The ITA AIRWAYS VOLARE BUSINESS CLUB Program is organized in three key stages:

### **STAGE 1**

The ITA AIRWAYS VOLARE BUSINESS CLUB Program commences on 13 June 2023, the date up to which SMEs can subscribe to the ITA AIRWAYS VOLARE BUSINESS CLUB PROGRAM on the official ITA Airways Connect web page.

Following subscription to the Program, the Company Contact, can send invitations to Employees/Collaborators, which will enable them to associate their account with the ITA AIRWAYS VOLARE BUSINESS CLUB Program, as described above.

The SMEs hereby acknowledge and understand that their personal SME profile will not be available in this initial stage. Consequently, it will not be possible to amend the entered data, make online bookings for the company's Employees/Collaborators, or view your Points balance at this time. In Stage 1, purchases will be made using indirect channels (travel agency), while any eventual changes to data and information on the company's Points balance will only be available on activation of Stage 2.

Only purchases made by Employees/Collaborators who are associated with the ITA AIRWAYS VOLARE BUSINESS CLUB Program can be converted into points for the SME.

Purchases made via indirect channels (travel agency) during Stage 1 will be tracked via FQTB Code and when the relevant Employee/Collaborator subscribed to the Volare Program activates their FF Code, with the aim of accumulating points, which will be visible on the account on activation of Stage 2.

### **STAGE 2**

From 31 July 2023, SMEs that access their personal account on ITA Airways Connect can:

- Upon payment of the flight tickets, Points can be accumulated for the company's Employees/Collaborators also using the ITA Airways Connect function, by associating the FQTB Code and the FF Code of the Employee/Collaborator in question with said booking;
- View the updated Points wallet, which contains Points (i) earned on ITA Airways flights purchased after the 13 June 2023 until 31 July 2023 (previously only tracked) or, in any case, from the moment the SME subscribes to the program, and (ii) any Points successively earned following the purchase of an airline ticket for the registered Employee/Collaborator who has signed up to earn Points.

Furthermore, the SME can modify its own data and make bookings online.

### **STAGE 3**

From 31 October 2023, SMEs will be able to use the Points earned, by converting them using the Cash & Points Redemption function, to redeem their Rewards (see the following paragraph and Article 7 for further information).

### **Earning Points**

- Upon payment of the airline tickets, SMEs can earn Points purchased on behalf of the company's Employees/Collaborators, even when purchased via a travel agency (commencing 13 June 2023) or ITA Airways Connect (commencing 31 July 2023), by associating their booking with the FQTB Code and FF Code of the Employee/Collaborator in question. SMEs earn 5 points for every 1.00 (ONE) Euro spent on promotional products, excluding tax and VAT; when purchased in *Cash & Points* mode, and any other eventual duties or tax.
- SMEs can also accumulate Points when they purchase Partner goods or services, as illustrated in Article 7 below.
- The Employee/Collaborator can earn Points through the Volare Program on all tickets purchased by the SME within the ITA AIRWAYS VOLARE BUSINESS CLUB Program, in accordance with the Regulations of the same Volare Program. Inversely, tickets purchased directly by Employees/Collaborators that are not for work purposes, i.e. all bookings that do not require the insertion of the FQTB Code, will not entitle the SME to earn points towards the ITA AIRWAYS VOLARE BUSINESS CLUB Program. However, the Employee/Collaborator will continue to earn Volare Program Points, in accordance with the regulations of

the same Volare Program, as described in the relative regulations, which can be consulted at the following link: [www.ita-airways.com/it\\_it/volare/theprogram/regulations.html](http://www.ita-airways.com/it_it/volare/theprogram/regulations.html).

### **Cash & Points Redemption**

From Stage 3 onward, Points may be used in the manner defined and communicated each time by ITA Airways and/or the Co-Promoter. More specifically, before completing each purchase, at any time and for any category of flights available on ITA Airways Connect, after the SME has ensured they have correctly logged into their personal account and inserted their FQTB Code, the equivalent sum of the purchased goods/services will be automatically deducted from the SME's Points balance (see "Cash & Points Redemption" system). It is hereby understood that any eventual duties and/or taxes (including VAT) cannot be paid for using Points.

In the case of refunds for goods/services purchased using Points, the ITA Airways refund policy will apply and, should circumstances permit, the refund will be made via the same payment method used for the original purchase (Points, cash or a combination of Points and cash, excluding any eventual airport taxes/duties, which will always be refunded as a cash payment). In the event the refund involves the refund of Points, either in part or full, the SME will be able to view their updated Points balance in their Points wallet.

## **22. NATURE AND VALUE OF THE AVAILABLE REWARDS**

Using the Points in the manner specified in the following paragraph, the SME can redeem their Rewards, which consist of flight tickets or discounts on flight tickets purchased by the SME for its Employees/Collaborators and/or services offered in the Marketplace, as described below.

The value of the individual Reward is based on the value of the air fares in force at the time of issue of the same or the value of ITA Airways or its Partners services/products at the time of issue of the same.

The overall estimated value of the rewards is Euro **500.000 (FIVE-HUNDRED-THOUSAND)**. In accordance with Article 7 of Italian Presidential Decree No. 430 of 26 October 2001, a 20% deposit of the overall, estimated value of the rewards has been paid, in accordance with the laws in force.

The Employee/Collaborator is also entitled to the following benefits:

- Priority check-in, available at SkyPriority check-in desks, which allows users to board their flight quicker and easier.
- Priority Lost&Found service, which provides users with a preferential luggage recovery service.

### **Using Points**

- A. *Cash & Points Redemption*: using the aforementioned system (see the previously cited Article 6), an SME can convert its Points and use them to purchase airline tickets for the Employees/Collaborators who have associated their account with the SME's account, as foreseen by the ITA AIRWAYS VOLARE BUSINESS CLUB Program. Point conversion rate: one point equals 0.005 Euro. Even after conversion, the accumulated Points cannot be used to pay taxes, VAT and any other eventual duties in relation to ticket purchases.

In terms of the purchase of goods/services using Points, where applicable, said purchases are governed by Article 128 et. seq. of Italian Legislative Decree 206 of 6 September 2005 (Italian Consumer Code).

- B. Volare partners: when they have accumulated enough Points, the Company Contact can access the Marketplace to purchase the goods and services available on the same.

## **23. FINAL REWARD REDEMPTION DATE**

The SME can request the Reward(s) by 15 of November 2024, and the same will be available to the rightful claimant, with the exception of any eventual Rewards that will need to be delivered directly to the home address of the Employee/Collaborator or the SME's headquarters (at the address that must be provided whenever a request for

material Rewards is made). The Promoter and Co-Promoter hereby agree to deliver the material Reward to the rightful claimant within 90 days from the date of the redemption request.

## **24. COMPLAINTS PROCEDURE**

Any eventual complaints should be brought to the attention of ITA Airways and the Co-Promoter by sending an email to [reclami@ita-airways.com](mailto:reclami@ita-airways.com) (for members domiciled in Italy), while overseas members should contact [complaints@ita-airways.com](mailto:complaints@ita-airways.com).

ITA Airways Customer Center will respond to any eventual complaints as soon as possible and, in any case, within 20 days of receipt of the same.

## **25. AMENDMENTS TO THE REGULATIONS**

ITA Airways and the Co-Promoter reserve the right to amend, even partially and at any time, the Regulations of the ITA AIRWAYS VOLARE BUSINESS CLUB Program, in accordance with the laws in force, and it is hereby understood that such amendments will not affect the rights acquired in the meantime by the SME and its Employees/Collaborators, and that adequate notification will be given to the same, using the same means with which the Program was brought to the attention of the SME, or equivalent means of communication (e.g. email notification).

## **26. PROMOTER'S CONTACT DETAILS**

Certified email address (PEC): [italiatrasportoaereo@legalmail.it](mailto:italiatrasportoaereo@legalmail.it).

Phone: 800 936090.

ITA Airways customer service (Italy): 800 936090.

ITA Airways customer service (overseas): 06 85960020 (charges apply)

[Link to contact page](#)

## **27. PROCESSING OF PERSONAL DATA**

As Co-owners of the data, ITA Airways and the Co-Promoter, hereby inform the SME that the personal data that was freely provided for the purpose of subscribing to the ITA AIRWAYS VOLARE BUSINESS CLUB Program will be handled in accordance with the Privacy Policy that can be consulted on the following website: [Privacy Policy], and the SME hereby agrees to make participating Employees/Collaborators aware of the same.

## **28. FINAL PROVISIONS**

By subscribing to the ITA AIRWAYS VOLARE BUSINESS CLUB Program, the SME hereby unequivocally accepts and agrees to the present Regulations.

Each SME can cancel their subscription to the ITA AIRWAYS VOLARE BUSINESS CLUB Program at any time, at no additional cost, by filling in the appropriate form on the ITA Airways Connect portal (accessible after activation of Stage 2) or by calling the SME call line on +39.06.8596.0018. Your profile will be deleted with immediate effect, and all of the data on the SME and the Points that have been accumulated in the Points wallet will be deleted.

ITA Airways and the Co-Promoter reserve the right to carry out the appropriate checks to verify compliance with the present Regulations and to deny participation and/or exclude SMEs from the ITA AIRWAYS VOLARE BUSINESS CLUB Program and/or cancel any Points and/or requested Rewards to any subject that fails to meet the requirements set out in the present Regulations, or in the case of any actions which, at the discretion of ITA Airways or any third parties appointed by the same, do not respect the terms and conditions provided for by the present Regulations, or have used any means, methods and/or tools, which at their sole discretion, are considered suspicious, fraudulent or in violation of the normal execution of the initiative.

## **29. DEFERMENT AND LEGAL CONFLICTS**

For everything else not expressly foreseen and governed by the present Regulations, please refer to the applicable laws and regulations, in particular Italian Presidential Decree 26 October 2001, No. 430, published in the Official Gazette (Gazzetta Ufficiale -G.U.) on 13 December 2001, No. 289), and successive amendments and integrations.

## **30. APPLICABLE LAW AND JURISDICTION**

The present Regulations are subject to Italian law.

Any disputes relating to the ITA AIRWAYS VOLARE BUSINESS CLUB Program will be under the exclusive jurisdiction of the Court of Rome, except where otherwise required by law.