Shinhwa Rewards and Membership Program Terms and Conditions

1. Purpose

The purpose of this Shinhwa Rewards and Membership Program (hereinafter the "Program") Terms & Conditions (hereinafter the "Terms and Conditions") is to provide for the range of services that are offered by Jeju Shinhwa World (hereinafter the "Resort") owned and operated by Jeju Shinhwa World Co., Ltd. (hereinafter the "Company"), to anyone having subscribed to the Program and to set rights and obligations.

2. Effectiveness and Amendment of the Terms and Conditions

(a) Member (defined in Article 3. Definition) shall be considered to have fully read, understood and agreed to comply with the Terms and Conditions, and the Terms and Conditions shall take into effective when a Member:
(i) fills in and signs an application for the Program (new or renewal); or
(ii) receives a written notice or letter via email, postal service or any other means of correspondence from the Company containing the Terms and Conditions.

(b) The Company may change the Terms and Conditions of the Program if deemed necessary, and the Company shall specify the application date, reason for the change and disclose the terms on its website seven(7) days prior to the date of application of the changed terms with the current terms (30 days from the date of application if the changes are disadvantageous to its members) and notify the Member by e-mail or mail. Members may not accept the changed terms and may withdraw his or her Membership (defined in Article 3. Definition) should he or she disagree with the changed terms. However, Member shall be deemed to have agreed to the changed terms and conditions if the Member has not explicitly expressed his or her objection, given that the Company has notified that the Member has agreed to the changes by the application date unless he or she expresses disagreement. However, in the event that the Terms and Conditions are changed unfavorably to the Member, the Member may withdraw his or her Membership within two months since the notification of the change.

3. Definition

(a) "Membership" refers to a membership program which Company provides to its Members with certain benefits in connection with use of the Company's services and facilities within the Resort and partner outlets within or outside the Resort.
(b) "Membership Year" refers to the period of time which starts from January 1st to December 31st of each year.
(c) "Member" refers to anyone who has registered as a member of the Program for the use of Membership services.
(d) "SHD" is an acronym for Shinhwa Dollars, which is the reward points earned by Members based on the spending amount of each Member in the Program participating shops.
(e) "Membership App" refers to a Shinhwa Rewards mobile application.
(f) "Participating outlets" refers to outlets that provide benefits for the accumulation and use of member points by participating in the Shinhwa Reward membership program, and there are direct outlets directly operated by the company and partner outlets that participate under contracts with the company. Participating outlets can be found on the company's official website or membership App.
(g) "E-Membership QR Code" refers to a member-specific personalized QR code provided through a membership App.

4. Membership Application

(a) Any person with age of 14 years or older is entitled to apply for the Membership. The use of membership in conjunction with some services may not be permitted to individuals under the age of 19.
(b) Membership is only offered to individuals and is not available to businesses, corporations, companies, associations, organizations or other similar entities.
(c) All applicants must provide valid mobile number and/or e-mail address. Use of the Program may be limited or restricted if invalid mobile number or e-mail address is provided.
(d) Approval or disapproval of the Membership application is at the sole discretion of the Company, and an applicant whose application is disapproved may not raise an objection to the Company.
(e) For a new Membership, the Company will issue a new membership number and an e-membership card upon approval of an application, along with a confidential Personal Identification Number (PIN). The New Member is assigned with a membership tier of "Gold," and membership tier may be upgraded or downgraded, based on SHD earned and maintained and at sole discretion of the Company.
(f) Each Member shall be responsible for maintaining his/her own e-membership card and password.
(g) A Member is entitled to subscribe to/own only one membership, and is not allowed to subscribe or own more than one Membership by any method. If you subscribe to more than one Membership, you shall be forcibly withdrawn from all Memberships except one, and the points and benefits of the withdrawn Membership shall automatically become extinct.

5. Membership Tiers and Benefits

(a) The Program offers three membership tiers:
  (i) Gold
  (ii) Platinum
  (iii) Black
(b) If a Gold Member accumulates 277,000 SHD or more after becoming a Member, his or her Membership tier will be upgraded to Platinum on Febuary 1st of the following year.
(c) If a Platinum Member accumulates 777,000 SHD or more after becoming a Platinum Member, his or her membership tier will be upgraded to Black on Febuary 1st of the following year.
(d) Once membership tier is upgraded, the Members must accumulate a minimum of 277,000 SHD for Platinum Members and 777,000 SHD for Black Members by the end of Membership Year in order to maintain upgraded membership tier. Otherwise, upgraded membership tier may be downgraded to Gold Members Or Platinum Members.
(e) The membership tiers are effective from February 1st of each year to January 31st of the following year.
(f) SHD for upgrading and maintaining the Membership tier are accumulated based on the actual paid amount, and SHD paid for promotions/ events are not included when calculating the Membership tier.
(g) Member's benefits for each membership tier are as follows: you may visit our official website for more details

TIERS	Gold	Platinum	Black
MEMBER'S PRIVILEGES			
Shinhwa Dollars Earned on Purchases at all Shinhwa Rewards Participating Outlets	3%	4%	5%
Waiver of Administration Fee (5%) for all Shinhwa Dollars Redemptions at Shinhwa Rewards Participating Outlets	-	-	V
STAY			
Discounts on Laundry Services (For Stay Guest)	-	10%	15%
Complimentary Hotel Stay (For Member Tier Upgrade)	-	1 Night	3 Nights
PLAY			
Shinhwa Theme Park Unlimited Pass & Water Park Entry Tickets	Member's Exclusive Rate *may differ upon the purchase of the packages and properties		
Complimentary Shinhwa Theme Park Unlimited Pass	-	4 Per Year	12 per year
DINE			
Discounts at Selected F&B Outlets (Not Applicable for Alcoholic Beverages, Tobacco Products and certain Retail Items)	5%	10%	15%

(h) Upgrade benefits will be awarded upon membership tier upgrade.
(i) Shinhwa Dollars may not be awarded or redeemed for alcoholic beverages, tobacco products, particular retail and promotional items.

6. Accumulating SHD

(a) One SHD has equal value as one Korean Won and does not hold any cash value.
(b) SHD shall be accumulated when use any of outlets participating the Program based on the actual paid amount excluding discounts, use of vouchers, promotions, and amount for using the SHD.
(c) SHD shall be accumulated limited to the case where the membership registration is completed at the time of payment, and the payment made befor the membership registration cannot be applied retroactively.
(d) SHD shall be accumulated simultaneously with the payment. In case of subsequent accumulation, SHD may be accumulated when you show your receipt within 30 days of the payment date.
(e) SHD shall not be accumulated if a member requests subsequent accumulation of the use at partner outlets.
(f) SHD shall be accumulated for room use limited to reservations through the company's call center and the official website, and items falling under paragraph (g) are excluded.
(g) The following items are excluded from accumulation of SHD:
  i. Marriott rooms
  ii. Charges for products and services, including accommodation, food and beverage, Shinhwa Theme Park, Shinhwa Water Park, MICE and banquet services, arising from group bookings or similar arrangements
  iii. Free rooms
  iv. Reservations through special contractors such as travel agencies, agency companies, etc.
  v. Amount for using vouchers such as an admission ticket, free pass, and gift certification, which purchased through a commissioned sale agency or an external agency

vi. Member registration fee and voucher purchases of all special programs operated and implemented by Membership
vii. Shinhwa Water Park and Shinhwa Theme Park Rental Service
viii. Menus and products with discounts designated by partner outlets
ix. Menus and products with employee discount applied
x. Cancellation fee and no-show charge
xi. Penalty due to damage to the Company's assets

(h) SHD can be earned only if the member himself/herself uses them, and SHD cannot be accumulated on behalf of other member's usage history.
(i) For each transaction, Members are required to present his or her e-membership QR code for SHD to be property credited to a Member's account. Accumulated SHD will show in Member's account within 24 hours, and it takes up to 7 business days for transactions that require some confirmation.
(j) Accumulation of SHD can only be done using one membership account per transaction. In cases where guest is also a Member of another hotel rewards program, choice of membership program to use be made upon reservation.
(k) The accumulated SHD may not be transferred to a third party including another Member

7. Using SHD

(a) SHD may be used towards purchase of goods or services at Shops for the whole amount of purchase or in part. However, if the store is not directly owned and operated by Jeju Shinhwa World, SHD is subject to a 5% administrative fee of the point usage amount. This fee will be additionally deducted from the points held.
(b) SHD cannot be redeemed by combining SHD belonging to different Members.
(c) SHD may be redeemed based on the normal price.
(d) SHD may not be used by any other person other than e-membership QR code holder.
(e) For minors under the age of 19, SHD can be used after obtaining the consent of the legal representative.
(f) Only one other payment method can be used with credit(debit) card or cash when you use SHD or vouchers
(g) When requesting cancellation of payment for a transaction in which the SHD has been accumulated, if the remaining SHD is less than the SHD that occurred in the cancellation request transaction, it cannot be canceled.
(h) Some products designated by the Company cannot be paid for SHD

8. SHD Validity

SHD expires on a first-in-first-out basis after 36 months, up to the last day of the month. Expired SHD cannot be restored.

9. Cancellation of Membership

(a) Members may request cancellation of his or her Membership by emailing to rewards@shinhwaworld.com, and they can withdraw directly through the membership App. If a member expresses it by e-mail, it will take up to three business days to withdraw.
(b) The same contact and e-mail address cannot be used within one year after the cancellation. SHD and vouchers for that membership will be automatically extinguished, and all services and benefits will be discontinued.
(c) It is possible to request cancellation withdrawal within one year after the cancellation. All services are available for recovery, SHD and vouchers are applied as existing expiration dates. However, the membership tier is subject to change depending on the SHD accumulated within the membership year.
(d) Company may cancel Membership if a Member:
(i) violates the Terms and Conditions of this Program
(ii) abuses the benefits of the Program
(iii) fails to pay the amounts billed by the Company and/or the Shops

10. Miscellaneous

(a) Each Member is responsible for proper use of the Program and the Company assumes no liability resulting from Member's use.
(b) The Korean language version of these Terms and Conditions takes precedence over all other language versions. This version of the terms and conditions are provided only for reference purposes.

Effective date for the updates: June 1, 2019.
Effective date for the updates: April 20, 2020.
Effective date for the updates: January 1, 2021.
Effective date for the updates: September 1, 2022.
Effective date for the updates: June 14, 2024.
Effective date for the updates: March 21 , 2025.
Effective date for the updates: October 1 , 2026.

The above Terms and Conditions of Shinhwa Rewards Membership at Jeju Shinhwa World will be applied from October 1 , 2026.