

Choose the  
loyalty program  
for your travels

**Bravissimo**



Year of the program:

**2026**

Last update: 16/02/2026



**TERMS AND CONDITIONS**  
**MARINOBUS LOYALTY PROGRAM**

***Bravissimo***

**YEAR OF THE PROGRAM: 2026**

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## Art. 1 - Premises and nature of the program

1. These regulations (hereinafter referred to as the "Regulations") govern the operation of the MarinoBus loyalty program called "**BRAVISSIMO**" (hereinafter referred to as the 'Program'), promoted by Soc. Marino S.r.l. (hereinafter referred to as the "Promoter").
  2. Participation in the Program is free of charge and subject to the creation of a personal account on the marinobus.it website or on the official MarinoBus app.
  3. After consulting the privacy policy, the User or Owner provides their personal data, with the obligation to communicate any changes to the same in accordance with the procedures indicated in the MarinoBus Privacy Policy. The Owner guarantees the accuracy and truthfulness of all informations provided to the Promoter and is solely and exclusively responsible for it.
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## Art. 2 - Definitions

For the purposes of these Regulations, the following definitions apply:

- **Booking account:** the personal profile created by the user on the website [www.marinobus.it](http://www.marinobus.it) or on the MarinoBus app, indicating a personal email address and a reasonably secure and private password created ad hoc during the registration process;
  - **User or Account Holder:** the registered owner of the Booking Account, who is the sole holder of the login credentials created and specifically stored by them;
  - **Loyalty Points or "Points":** virtual units accumulated by the User based on eligible purchases;
  - **Points balance:** the sum of the Points available in the holder's booking Account in the section renamed "My Loyalty Points," net of points used;
  - **Fidelity Discount:** discount obtainable through a specific points/euro conversion rate upon reaching a specific threshold of one's personal points balance;
  - **"My Fidelity" Section:** section of the holder's personal area of the booking account where it is possible to view one's points balance and the amount of points missing to access the next benefit;
  - **Program Year:** period during which purchases made under the conditions indicated below will generate points that can be converted into discounts;
  - **Points Expiration:** deadline by which you can convert your points balance into Fidelity discounts;
  - **Official Channels:** [www.marinobus.it](http://www.marinobus.it) website and MarinoBus app.
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## Art. 3 - Geographical area

The Program is valid for purchases made through Official Channels, regardless of the User's place of residence.

Purchases made through agencies, ticket offices, third-party points of sale, call centers, online comparison sites, partner sites, or any other channel other than the website [www.marinobus.it](http://www.marinobus.it) after registering and



accessing your booking account and the official MarinoBus app after logging in are excluded.

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## **Art. 4 - How to join the program**

1. Membership is acquired when the Owner creates a booking account on the website [www.marinobus.it](http://www.marinobus.it) or on the official app.
  2. Participation implies full acceptance of these Rules and any future amendments thereto, without reservation and/or limitation.
  3. The Promoter reserves the right to modify, even partially and at any time, the terms and conditions of participation and implementation of the Program, without prejudice to the rights acquired by the Owner, in compliance with the principle of equal treatment of the same.
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## **Art. 5 - Accumulation of Points**

1. Points are accumulated exclusively through eligible purchases made on Official Channels after logging in;
2. For every euro (€1.00) including VAT spent on the purchase of an eligible ticket or additional ancillary service (baggage) linked to a ticket purchased through your booking account, the holder earns 1 Fidelity Point;
3. The points balance is updated immediately after completing the purchase of a valid ticket. In the case of reservations or travel options, the points balance will not be updated until the purchase process for the tickets relating to the aforementioned trips has been completed;
4. All purchases made on the Official Channels after logging in contribute to the accrual of points, regardless of the payment method used (including, but not limited to: credit cards, PayPal, Satispay, etc.).
5. All purchases made on the Official Channels after logging in and paid for using MarinoBus digital wallet or cancellation coupon also contribute to the accrual of points.
6. **Do not generate points:**
  - purchases made through agencies, ticket offices, physical points of sale, call centers, on board purchases, or through any other channel other than the website [www.marinobus.it](http://www.marinobus.it) after registering and accessing your booking account and the official MarinoBus app after logging in;
  - purchases made on the website [www.marinobus.it](http://www.marinobus.it) or the official MarinoBus app in guest mode;
  - purchases made through online comparison sites or partner websites;
  - purchases made with special rates (e.g., University Card, institutional agreements, Promo Business Solution program, and/or similar programs in place or to be defined);
  - the portion of the ticket price paid using discount coupons, vouchers, promotional credits, or similar instruments;



- purchases relating to journeys operated wholly or in part by third-party carriers that are partners of MarinoBus. In this regard, the Owner is invited to check the carriers operating the route before completing the purchase..
7. The points balance can be viewed in the “My Fidelity” section of the booking account.
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## **Art. 6 - Points accumulation period and expiration date**

1. Points can be accumulated for purchases made between February 16 and December 31 of each year (“Program Year”).
  2. Points earned must be converted into discounts by January 31 of the following year.
  3. On January 1 of the year following the program, unused Points are automatically and permanently reset to zero, with no possibility of recovery or compensation.
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## **Art. 7 - Conversion of Points into Fidelity Discounts**

1. Upon reaching the threshold of 150 Points, the User may convert the balance into a Loyalty Discount at the following conversion rate: 15 points = €1.00.
  2. The Loyalty Discount:
    - is a one-time discount for each conversion;
    - results in the immediate deduction of the Points used;
    - can be obtained again by accumulating additional Points;
    - is not convertible into cash or transferable to third parties.
  3. The Loyalty Discount can be used:
    - for purchases made by the Account Holder through their booking Account;
    - also to purchase tickets, through the Account Holder's booking Account, on behalf of third parties, provided that the purchase remains attributable to the Account Holder.
    - in combination with coupons or promotional codes;
    - on promotional tickets;
  4. If the value of the ticket to be purchased is less than the value of the discount obtainable by converting the points available in the Points Balance, only an amount of points equal to the value of the ticket will be converted into a discount, while the remaining points will remain in the Points Balance.
  5. The Discount cannot be used for trips operated in partnership with third-party carriers.
  6. The discount cannot be used for purchases made with special rates (e.g., University Card, institutional agreements, Promo Business Solution program, and/or similar programs in place or to be defined).
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## **Art. 8 - How to use Fidelity Discounts**

1. The discount is applicable during the purchase process, where technically possible.



2. In the event of a fare difference resulting from a change of date/route compared to a ticket purchased with a Fidelity Discount, the holder is required to pay the difference as per the standard cases presented in the MarinoBus Conditions of Carriage.
  3. In the event of cancellation of a ticket purchased with a Loyalty Discount:
    - the cancellation of the ticket follows the procedures set out in the conditions of carriage;
    - the points relating to the ticket purchased with a Loyalty Discount are completely deducted from the points balance;
    - the points converted into a discount, used to purchase the ticket with the Loyalty Discount, will be credited back to the Points Balance.
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## Art. 9 - Changes or cancellation of travel tickets

### 9.1 - Cancellation

1. In the event of cancellation of a ticket - in accordance with the procedures set out in the MarinoBus Conditions of Carriage - the points generated by the purchase of the ticket will be completely deducted from the user's points balance.  
Therefore, regardless of the refund method selected (monetary refund, credit to electronic wallet, or issuance of a cancellation coupon), the entire amount of points accrued at the time of purchase will be deducted from the Points Balance.
2. It should also be noted that, even if the cancellation involves penalties or partial refunds, the points will be deducted from the original total value of the ticket.

### 9.2 - Changes

In the event of a date change or route change resulting in:

- **a positive fare difference** (new ticket costs more) → after paying the fare difference, at the end of the exchange process, the User's points balance will increase by an amount equal to the difference paid.
  - **negative fare difference** (new ticket costs less) → the difference will be credited back according to the procedures outlined in the travel conditions. In addition, at the end of the exchange process, the User's points balance will decrease by an amount equal to the difference refunded.
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## Art. 10 - Limitations and misuse

1. The Promoter reserves the right, at its sole discretion, to:
  - suspend,
  - block,
  - reset Points to zero,
  - permanently close the User's booking Accountin the event of abnormal, fraudulent, evasive, or bad faith behavior.
2. This includes, but is not limited to:



- improper use of the booking account;
  - unauthorized access;
  - manipulation of the accumulation system;
  - attempts to generate Points without making the required purchases;
  - abusive use of discounts or coupons.
3. In such cases, the Account Holder shall not be entitled to any compensation or restoration of Points.
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### **Art. 11 - Non-convertibility**

Fidelity Points and Discounts have no monetary value, do not constitute electronic money, and cannot be monetized, sold, transferred, or converted.

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### **Art. 12 - Communications**

1. All communications relating to the Program will be made via:
    - publication on the website [www.marinobus.it](http://www.marinobus.it),
    - notices within the booking account,
    - any email communications sent to the address provided by the Owner if they have given their explicit consent to commercial communications or have previously joined the Loyalty Program.
  2. It is the User's responsibility to check communications periodically.
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### **Art. 13 - Duration of the Program**

The Program is valid from February 16 of the Program year to January 31 of the following year. The program may be renewed annually at the sole discretion of the Promoter. In the event of renewal, it is understood that the Booking Account Holder has explicitly renewed their membership and may request to withdraw from the program at any time in accordance with the procedures set out in Art. 14.

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### **Art. 14 - Early withdrawal procedure**

The Booking Account Holder may withdraw from the program at any time by requesting the cancellation of their Booking Account in accordance with the procedures set out in the general Privacy Policy available at the following link: [www.marinobus.it/privacy-policy/](http://www.marinobus.it/privacy-policy/)

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### **Art. 15 - Amendment of the Regulations**

1. The Promoter may amend these Rules at any time.



2. Amendments will be published on the website [www.marinobus.it](http://www.marinobus.it) and will take effect from the date indicated in the relevant notice.
  3. Continued use of the Program implies acceptance of the amendments.
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### **Art. 16 - Termination of the Program**

1. In the event of permanent termination of the Program, the Promoter will notify Users of how to use any remaining Points and the relevant terms and conditions.
  2. Once the notified period has elapsed, any unused Points will be reset to zero.
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### **Art. 17 - Competent court**

The Court of Bari shall have exclusive jurisdiction over any dispute relating to the validity, interpretation, execution, and termination of the Program, without prejudice to the provisions of mandatory consumer protection legislation.



## MARINOBUS LOYALTY PROGRAM

# Bravissimo

## PRIVACY APPENDIX

This Privacy Appendix forms an integral and substantial part of the MarinoBus Loyalty Program Regulations (hereinafter, the “Regulations”) and governs the processing of personal data of Users participating in the Program, in accordance with Regulation (EU) 2016/679 (“GDPR”) and applicable national legislation.

### Art. 1 - Data Controller

The Data Controller is Soc. Marino S.r.l., with registered office in Largo Francesco Saverio Nitti, 67 - 70022 Altamura (BA), whose contact details are indicated in the general Privacy Policy published on the Company's official website.

### Art. 2 - Scope of application

This Appendix applies exclusively to registered Booking Users who participate in the MarinoBus Loyalty Program.

Membership of the Program is automatic for Booking Users, unless they exercise their right to cancel their account in accordance with the Regulations and the General Privacy Policy.

Participation in the Program does not involve the collection of any personal data other than that already provided by the User during registration and the purchase of travel tickets.

### Art. 3 - Personal data processed

Within the scope of the Program, Soc. Marino srl processes the following categories of personal data:

- personal details (first and last name);
- contact details (email address and/or telephone number);
- data relating to purchases made and use of transport services.

No special categories of personal data are processed pursuant to Art. 9 GDPR.

### Art. 4 - Purposes of processing

Users' personal data are processed exclusively for the following purposes:

- a) management of membership and participation in the Loyalty Program;
- b) allocation, management, and use of the benefits provided by the Program;
- c) administrative, accounting, and operational management of the services purchased;
- d) fulfillment of contractual and legal obligations.



### **Art. 5 - Legal basis for processing**

The processing of personal data within the scope of the Program is based on the performance of the contract to which the User is party, pursuant to Art. 6, para. 1, letter b) of the GDPR.

Where necessary, processing is carried out for the fulfillment of legal obligations pursuant to Art. 6, par. 1, letter c) of the GDPR.

Participation in the Program does not require specific consent to the processing of personal data.

### **Art. 6 - Methods of processing**

The processing of personal data is carried out using electronic and IT tools, in compliance with the principles of lawfulness, fairness, transparency, minimization, and security.

Soc. Marino srl adopts appropriate technical and organizational measures to ensure a level of security proportionate to the risks of the processing.

### **Art. 7 - Data retention**

Personal data is retained for the entire duration of the contractual relationship with the User and participation in the Program.

Following account deletion, data is retained exclusively for the period necessary to fulfill legal obligations or protect the rights of the Data Controller, within the limits provided for by current legislation.

### **Art. 8 - Recipients of the data**

Personal data may be disclosed to:

- subjects acting as data processors pursuant to Art. 28 GDPR;
- subjects authorized to process data within the Data Controller's organization;
- competent authorities in the cases provided for by law.

Personal data will not be disclosed.

### **Art. 9 - Transfer of data to third countries**

The transfer of personal data to third countries takes place exclusively within the limits and according to the guarantees indicated in the General Privacy Policy of Soc. Marino srl.

### **Art. 10 - Users' rights**

Users may exercise their rights under Articles 15-22 of the GDPR at any time, in accordance with the procedures indicated in the General Privacy Policy.

The right to lodge a complaint with the Data Protection Authority remains unaffected.

### **Art. 11 - Reference**

For anything not expressly governed by this Appendix, please refer to the General Privacy Policy of Soc. Marino srl, available on the Company's official website [www.marinobus.it](http://www.marinobus.it).

