

GAME RULES

AIR FRANCE DESTINATION QUIZ

DECEMBER 3RD – DECEMBER 31TH

ARTICLE 1 / ORGANIZER

SOCIETE AIR FRANCE COMPANY (hereinafter referred to as “the Organizer”), a French public limited company registered with the Bobigny Trade and Companies Register under number 420 495 178, with its registered office located at 45, rue de Paris 95747 Roissy Charles De Gaulle cedex, France, is organizing an online free-to-enter game with no purchase necessary titled “Air France Destination Quiz” (hereinafter, the “Game”) from December 3, 2024, at 00:01 until December 31, 2024, at 23:59 inclusive (Paris dates and times), in accordance with the terms described in these rules (hereinafter, the “Rules”).

The Organizer has entrusted the proper management of the Game to SEKOYA DIGITAL, whose registered office is located at 231 rue Saint Honoré, 75001 Paris (RCS: B 900 234 329, PARIS, France), (hereinafter referred to as “the Operator”).

The Game is accessible on the dedicated website <https://airfrance-challenge.com/> (hereinafter referred to as the “Website”).

ARTICLE 2 / CONDITIONS OF PARTICIPATION

Participation in the Game is open to any adult with legal capacity (adulthood and legal capacity being understood according to the criteria and conditions of the law of their country of residence), residing in one of the fifty-six (56) countries listed below (hereinafter referred to as the “Participant”), excluding the personnel of the Organizer and those of the companies that participated in the development of the Game and their immediate family (parents, siblings, or any other person residing in the same household).

Participating countries: France, Spain, Japan, Italy, Brazil**, United Kingdom*, Germany*, Canada, United States, Switzerland, Chile, Denmark*, Sweden*, Norway*, Réunion, Singapore*, Republic of Korea, Ireland*, India, Mexico**, South Africa, Portugal, Argentina, Finland*, Australia, United Arab Emirates*, Romania, Hungary, Greece*, Morocco, Algeria, Cameroon, Gabon, Nigeria, Madagascar, Indonesia, Malaysia, Thailand*, Egypt, Serbia, Croatia, Slovenia, Vietnam, Philippines, Turkey**, Tunisia, Senegal, Guinea, Benin, Central African Republic, Chad, Democratic Republic of the Congo, Equatorial Guinea, Togo, Ivory Coast, Kenya.

* Special participation terms apply for Participants residing in one of the countries marked with an asterisk (see article 3.1 of the Rules).

** Special prize designation terms apply for Participants residing in countries marked with two asterisks (see article 3.2 of the Rules).

Participants authorize all necessary verifications regarding their identity, age, and postal address. Participants are solely responsible for the truthfulness and accuracy of the information and details they provide as part of the Game. Any deliberate attempt to defraud and any false statement, false identity, or address indication will result in the immediate disqualification of the Participant from the Game. Any disqualified Participant will not be eligible for any prize.

ARTICLE 3 / GAME PRINCIPLES AND MECHANICS

3.1 GAME MECHANICS

Participation in the Game implies the express and unreserved acceptance and compliance with the Rules in all their provisions, the ethical standards in force on the Internet, and the applicable laws and regulations regarding free games.

The Rules are accessible on the Website during the registration of a Participant and at any time during the Game on the Website.

To participate in the Game, simply:

- Connect to the Website <https://airfrance-challenge.com/>;
- Complete all required mandatory fields: title, last name, first name, email address, and date of birth;
 - Optionally provide the preferred departure airport, which will be used for personalization in future communications;
 - Read and accept the provisions of the Rules;
 - Opt-in or opt-out of receiving exclusive promotional offers from the Organizer. This option is not mandatory for participation in the Game;
 - Confirm participation by clicking on “I participate.”
 - Special procedure for Participants residing in the following countries: United Kingdom, Ireland, Germany, Finland, Greece, Norway, Denmark, Sweden, Singapore, Thailand, United Arab Emirates:
 - Click on the link received by email (sent to the email address provided by the Participant) to confirm participation and gain access to the Game.
 - If the Participant residing in one of these countries does not confirm participation by clicking the link provided in the email, they will not be eligible for the draw and, therefore, will not be entitled to any prize. This email, as with other emails sent as part of the Game, may arrive in the Participant’s SPAM/JUNK/Unwanted folder.
 - The Participant will be redirected to the next page of the Website where they must identify the destination shown in the images presented. They must identify five (5) destinations.

3.2 WINNERS SELECTION

One (1) winner per participating country will be selected by a draw in each of the fifty-six (56) participating countries. Each winner will receive the prize described in **Article 4** of the Rules.

Participation in the Game entitles any Participant who meets all the participation conditions specified in article 3.1 to:

One chance to be drawn during the draw held at the end of the Game, no later than January 31, 2025, to win the prize described in **Article 4** of the Rules.

a. General case except for Turkey, Mexico and Brazil

The winner will be selected by a draw conducted by the Operator at the end of the Game among all Participants, residents of the same country, who are validly registered and have filled in all

mandatory fields. The Participant will enter the draw to win the prize, as mentioned in **Article 4**, even if they do not identify all the destinations presented during the Game.

b. Special procedure for Mexico

The winner will be selected based on the score achieved by the Participant during the Game (the objective is to have as many correct answers as possible in the shortest time). Among the highest-ranked Participants, the winner will be chosen by a draw conducted by the Operator at the end of the Game.

c. Special procedure for Turkey

The winner will be selected based on the score achieved by the Participant during the Game (the objective is to have as many correct answers as possible in the shortest time).

d. Special procedure for Brazil

Each Participant will receive a participation number sent via a confirmation email to the address provided during registration. This unique code will allow the Organizer to contact the winner and anonymously publish the result of the draw on social media.

The winner will be selected by a draw conducted by the Operator at the end of the Game among all validly registered Participants who have filled in all mandatory fields.

3.3 INCREASING THE ODDS

a. Providing the Flying Blue membership address or signing up for the Flying Blue loyalty program

To increase their chances of being selected, the Participant can choose, if they wish, to provide the email address used as their Flying Blue membership ID.

Two options are available:

- Either the Participant is already a member: in this case, they only need to provide the email address used for their Flying Blue membership account;
- Or the Participant is not yet a member but wishes to join the Flying Blue program: in this case, they simply need to click on the “Create my account” button displayed on the page confirming their participation in the Game. They will then be redirected to the Flying Blue website to create their account.

If the Participant provides an email address already existing in the Flying Blue database and/or completes their membership registration, their email address will be entered five (5) times in the database from which the draw will take place to select the winner.

In the case of a new membership in the Flying Blue program, for the additional chances to be validated, the Participant must use the same email address as the one registered for the Game.

b. Sharing the Game after participation

After participating in the Game, the Participant will receive an email from the Operator confirming their participation in the Game. In this email, the Participant will be invited to share the Game via email.

If the Participant chooses to do so using the link provided in the email from the Operator, and that the person invited by the Participant register for the Operation in accordance with **Article 3.1**, the Participant's email address will be added three (3) times in the database from which the draw will be held to select the winner.

3.4 PRIZE ALLOCATION

The winner will be informed of their selection no later than January 31st 2025, via an email sent to the address provided during their participation in the Game.

The winner will have a period of fifteen (15) days from the date of the email (sent to the address provided during participation) to confirm acceptance of the prize, according to the instructions in the received email.

If the winner does not respond within this period, indicates that they cannot or do not wish to accept the prize, or does not meet the participation conditions set out in the Rules, the prize will not be awarded and will remain the property of the Organizer. The winner will be deemed to have forfeited the prize, and no replacement winner will be selected.

ARTICLE 4 / PRIZE

4.1 PRIZE

The Game offers the following prize to be won by a draw according to the eligibility conditions mentioned in article 3:

Two (2) tickets (hereinafter referred to as the "Tickets") for a return flight operated by Air France (on Air France aircraft) for two (2) people (including the winner) in Economy class, to be used on the same flights, with the destination being:

- New York (United States), for the winner residing in France;
- Paris (France), for winners residing in any other country than France.

The maximum value of the Tickets that the winner will be allowed to reserve is three thousand euros (€3,000) including VAT.

4.2 GENERAL CONDITIONS

The round-trip journey must be booked, subject to availability, between January 31, 2025, and March 31, 2025, inclusive. The trip must be completed within a period of six (6) months following the booking, i.e., between February 1, 2025, and September 31, 2025, depending on the booking date.

The departure will be from the country of residence of the winner at the time of their participation in the Game:

- Departing from Paris for the winner residing in France, with New York as the destination;

- Departing, at the winner's choice, from a stopover served (by Air France aircraft) within or outside the European Union to Paris for winners residing in other countries.

The prize will not be refunded, exchanged for its cash value, or substituted with any other prize, good, service, or for any reason whatsoever. The trip that the prize allows cannot be postponed, and the destination of the trip cannot be changed, either at the winner's request or for any other reason.

The total value of the Tickets that the winner may book must not exceed three thousand euros (€3,000) including VAT. If there are no seats available on the desired dates and/or at the desired departure airport, or if the price exceeds the maximum amount, the winner must choose other dates or another departure airport.

The Tickets cannot be divided into multiple tickets of lesser or equal value to the maximum value.

The prize is personally attributed to the winner and is non-commercializable, non-transferable, and may not be assigned or transferred to any third party, whether for payment or free of charge.

The Tickets may only be used by the winner and a person of their choice. The winner and their companion must travel together, on the same dates, on the same flights, and under the same booking reference.

The Tickets are subject to specific conditions. Once booked, the Tickets will be non-changeable, non-refundable, and non-exchangeable. No changes in departure point, arrival point, date, or time will be possible once the Tickets are booked.

Without prejudice to the conditions applicable to the Tickets under this article, the Tickets will be subject to Air France's General Conditions of Carriage.

The Tickets are excluded from the Flying Blue program. The winner and their companion, if they are members of the program, will not be able to earn Miles on the Tickets.

The Tickets do not include cancellation and repatriation insurance, or any other expense not specified in the description above.

All costs not expressly mentioned as included in the prize remain the responsibility of the winner, including but not limited to:

- The transport of the winner and their companion from their place of residence to the airport and from the airport to any other location;
- Parking fees for vehicles at the airport;
- Hotel and restaurant fees;
- Insurance and visa fees, etc.

In the event of force majeure or exceptional circumstances beyond its control, the Organizer reserves the right to replace the prize with an equivalent prize of similar value, chosen by the Organizer, notably in case of unavailability of the initially planned prize.

The Organizer's liability cannot be engaged in relation to the use of the prize.

ARTICLE 5 / USE OF PARTICIPANTS' PERSONAL DATA

In the context of organizing the Game, the Organizer is responsible for processing the personal data of Participants, which is collected and processed for the following purposes:

1. Management of their participation in the Game, based on the execution of the contract formed between the Participants and the Organizer through acceptance of the Rules:
 - Handling Participants' registration, taking into account actions to increase chances as specified in Article 3.3 of the Rules, and verifying participation conditions;
 - Monitoring participations and interacting with Participants for the purposes of administering the Game;
 - Allocating and distributing prizes to winners;
 - Managing claims related to the Game.
2. Prevention and detection of fraud, based on the Organizer's legitimate interest in protecting its interests;
3. Subject to the Participant's consent, management of their subscription to personalized offers from Air France and its partners;
4. For Participants subscribed to personalized offers from Air France, enrichment of customer data, based on the Participant's consent to receive such offers.

The data collected and processed for the purposes described above include:

- Participant identification data, including: title, last name, first name, date of birth, email address, Flying Blue membership number, country, language;
- If applicable, optional data: preferred departure airport;
- Data necessary for verifying participation conditions in the Game: IP address, and any additional data deemed necessary by the Organizer.

The data is intended for the Organizer. It may be accessible and/or shared with service providers, including the Operator, acting as a subcontractor, who contribute administratively and/or technically to achieving the aforementioned purposes.

The data is retained for the duration of the Game, extended by the time necessary to distribute prizes to winners, and within a maximum limit of 3 months from the end of the Game, excluding disputes requiring data retention for the duration of the dispute resolution and without prejudice to data subsequently collected and processed within the context of winners using their prizes (more information in Air France's data protection policy accessible at the following URL: <https://www.airfrance.fr/information/legal/edito-psc>).

The Organizer implements appropriate security measures to ensure the security and confidentiality of personal data. The data is hosted within the European Union. In accordance with applicable regulations, each participant has the right to access, rectify, oppose, port, limit the processing, and delete their personal data. Any request must specify the name of the Game and be addressed to the Organizer:

- By email: mail.data.protection@airfrance.fr, or
- By postal mail to: Air France – Attention to the DPO (ST.AJ.IL) - 45 rue de Paris, 95747 Roissy CDG CEDEX FRANCE

Participants are informed that exercising the right to deletion before the end of the Game will result in the immediate cancellation of their participation.

Each Participant also has the right to contact the French supervisory authority, la Commission Nationale de l'Informatique et des Libertés (CNIL) or their local data protection authority with any complaints regarding how the Organizer collects and processes personal data under these terms.

ARTICLE 6 / LIABILITY

The Organizer will take all necessary measures to ensure compliance with the Rules. The Organizer reserves the right to shorten, suspend, extend, postpone, modify, or cancel the Game in cases of force majeure or if events and/or circumstances beyond its control (such as, but not limited to, fraud, computer viruses, fire, flood, strike) require it. The Organizer's liability cannot be engaged as a result of such changes. The Organizer reserves the right to extend the participation period in all cases.

The Organizer and the Operator cannot be held responsible for any external malicious acts.

In particular, the Organizer and the Operator cannot be held responsible if the Website is unavailable during the duration of the Game, in case of Internet network malfunctions and/or the draw procedure, or in the event of technical failure preventing the continuation of the Game, any technical, hardware, or software failures, of any kind, preventing or limiting the possibility of participating in the Game.

The Organizer and the Operator cannot be held responsible if the information provided by the Participants is lost and/or destroyed for reasons not attributable to them. The Organizer is not responsible for information transmission issues via the Internet that could affect certain entries (poor communication, network interruption, etc.).

Participation in the Game implies the Participant's knowledge and acceptance of the characteristics and limits of the Internet and the inherent risks of Internet communications, including technical performance, response times for consulting, querying, or transferring information, risks of interruptions, and, more generally, risks inherent to any Internet connection and transmission, lack of protection of certain data against potential misappropriation, and risks of contamination by any viruses circulating on the Internet.

It is specified that the Organizer and the Operator cannot be held liable for any direct or indirect damage resulting from an interruption, malfunction of any kind, suspension, or termination of the Game, and this for any reason, or any direct or indirect damage resulting, in any way, from a connection to the Website. It is the responsibility of each Participant to take all appropriate measures to **protect their own data and/or software stored on their phone, computer, and/or tablet** against any harm. The connection of any person to the Website and the participation of Participants in the Game is their sole responsibility.

Furthermore, the Organizer and the Operator cannot be held liable for any incidents or damages related to the use of mobile phones, Internet access, telephone lines, or any other incidents or damages.

In any event, the Organizer cannot be held liable for any physical, administrative, or other incapacity of the winners to board the plane and/or to use the Tickets won, for any reason whatsoever, such as, but not limited to, invalid or expired identity documents, lack of visa or any other required administrative formalities, absence or expiration of a passport, etc.

ARTICLE 7 / FRAUD

The information and details provided by the Participant must be valid, accurate, and truthful, under penalty of exclusion from the Game and, if applicable, loss of the winner's status. The Organizer can in no way be held responsible for the inaccuracy of the information and details provided by the Participant.

It is strictly prohibited, by any means whatsoever, to alter or attempt to alter the devices, operation, and/or mechanics of the Game, particularly to modify the results or influence by automated and/or unfair means the validity of the draw or the selection of a winner. If it appears that a Participant has been selected or has apparently won a prize in violation of the Rules, through fraudulent means such as automated searches or the use of algorithms, or by means other than those resulting from the process described by the Organizer on the Website or in the Rules, the prize concerned will not be awarded to them, will not be put back into play, and will remain the property of the Organizer, without prejudice to any legal action that may be taken against the Participant by the Organizer, the Operator, or third parties.

Participation in the Game is limited to one (1) entry (including the Participant's chance-increasing mechanisms outlined in Article 3.3) per person and per household. A household is defined as all persons with the same last name residing at the same address.

The Organizer reserves the right to take legal action against anyone who has committed or attempted fraud, in violation of this Article. The Organizer, however, shall not incur any liability of any kind towards Participants as a result of any fraud that may have been committed. Fraud includes, but is not limited to, a Participant registering and participating in the Game under one or more fictitious or borrowed names from one or more third parties; each Participant must register and participate in the Game under their own and unique name.

In the event of misconduct or fraud by a Participant, the Organizer reserves the right to disqualify, by default, any entry from this Participant, without them being able to claim anything. The Organizer reserves the right in this case not to award the prize to fraudsters.

ARTICLE 8 / DEPOSIT, CONSULTATION, AND REQUEST FOR A COPY OF THE RULES

The Rules are deposited via www.reglement.net, with SELARL 812 - HUISSIERS, associated bailiffs, 88 boulevard de la Reine, 78000 Versailles, France. The Rules may be amended at any time in the form of an addendum by the Organizer, in accordance with the conditions set out, and published online on the Website. Any addendum is recorded with SELARL 812 – HUISSIERS, associated bailiffs, depository of the Rules before its publication. Any addendum will come into effect upon its posting on the Website, and any Participant will be deemed to have accepted it by the mere fact of participating in the Game, from the date the modification comes into effect. Any Participant refusing the changes must cease to participate in the Game.

The Rules are accessible and freely viewable on the Website (at the address <https://airfrance-challenge.com/>) at any time during the Game.

A copy of the Rules is also available free of charge to anyone who requests it. This request must be addressed, by mail, to the following address:

SEKOYA DIGITAL
AIR FRANCE DESTINATION QUIZ GAME
231, rue Saint Honoré
75001 PARIS - France

ARTICLE 9 / APPLICABLE LAW

Participation in the Game implies the full and complete acceptance of the Rules by Participants, as well as the laws, regulations, and other norms and texts applicable in the regions where the Game is broadcast, as mentioned in **Article 2**.