



PEUGEOT

AUTOMOBILES PEUGEOT - GENERAL TERMS AND CONDITIONS

"GIRLS LIKE CARS TOO"

Article 1: Subject

The company AUTOMOBILES PEUGEOT (**hereafter "Organising Company"**), a limited company with a management board, registered with the RCS of Versailles under number 552 144 503, with headquarters registered at 2-10 boulevard de l'Europe, 78300 Poissy, France, is organising a Campaign in connection with the "GIRLS LIKE CARS TOO" Campaign (**hereafter referred to as the "Campaign"**) which will take place between 26/12/2022 at 11:00 am CET and 30/01/2023 at 09:00 pm CET (within the limits of available stock). The Campaign will be organised and operated technically by the Organising Company.

Article 2: Context of the Campaign

Peugeot is launching the "Girls Like Cars Too" Campaign, a Christmas a Campaign to give girls the opportunity to break gender stereotypes about cars and to swap one of their toys for a Peugeot miniature cars package (**hereafter referred to as the "Cars Package"**).

It is understood that there is no obligation for the Participant to actually give away one of their toys.

All toys collected by the Organising Company will be donated to a charity.

Article 3: Conditions of Participation

The Participation in the Campaign is free of charge and no purchase is necessary. It will take place between 26/12/2022 at 11:00 am CET and 30/01/2023 at 09:00 pm CET (within the limits of available stock).

In order to participate, parents on behalf of his/her child, and provided that the Campaign is lawful in the countries listed hereafter, each Participant must:

1. Live in one of the following countries during the Campaign: France and Germany
2. Be eighteen (18) years old or more (**hereafter referred to as the "Participant"**).

No corporate and/or business entity may participate in this Campaign.

The Participation in this Campaign is strictly limited to one entry per Participant (same name, same first name).

Any person contravening these provisions will automatically be excluded from this Campaign and may, in no case, claim any of the Cars Packages.

In order to announce the launch of the Campaign, on the 26/12/2022 at 11:00 am CET, the Organising Company will:

- post a video on its following social medias accounts:
 - o Facebook (<https://www.facebook.com/PeugeotFrance>) and Instagram France (<https://www.instagram.com/peugeotfrance/>)
 - o Facebook (<https://www.facebook.com/peugeotdeutschland/>) Instagram Germany (<https://www.instagram.com/peugeot.deutschland/?hl=fr>)
- Send an email to the Peugeot CRM data base in France and Germany

The above-mentioned posts and e-mail will invite people on a landing page dedicated to this Campaign: For France : <https://www.peugeot.fr/marque/univers-peugeot/changeons-le-jeu.html> For Germany : <https://www.peugeot.de/girls-like-cars-too.html> (**hereafter referred to as the "Landing Page"**)

In order to take part of the Campaign Participants (childs and their parents and/or legal representatives) will have to:

- Go to the Landing Page to have access to:
 - o the promo code that will allow the Participant to get the Cars Package and its delivery for free
 - o the link to the Cars Package available on the Peugeot Boutique, for France : <https://boutique.peugeot.fr/kit-de-miniatures-peugeot-edition-limitee-noel.html> and for Germany : <https://boutique.peugeot.de/peugeot-spielzeugauto-paket.html>
- Add the Cars Package to his/her shopping cart, in the Peugeot Boutique;
- Add the promo code in the dedicated section;
- Enter his/her personal information in order to have the Cars Package delivered (such as, name and surname, address, etc...);
- Validate his/her shopping cart;

In the framework of the Campaign, the Participant may choose between:

- Send one (1) toy to the OPEn Agency at his/her own expenses to the following address:

TBWA GROUPE
Agence OPEn – Girls like cars too Campaign
A l'attention de Lisa Perrot
162-164 Rue de Billancourt
92103 Boulogne Billancourt
FRANCE

- Drop one (1) toy to the charity of his/her choice
- Give money to the charity of his/her choice

The OPEn Agency undertakes to donate all the toys collected to a charity.

It is understood that there is no obligation for the Participant to actually give away one of their toys in order to take part in the Campaign and receive a Cars Package. The Organising Company won't ask for any proof of such donation.

The Campaign will end once the stock of the available Cars packages (see below) have been ordered [distributed] or, at the latest, on the 30/01/2023 at 09:00 pm CET.

Participation in the Campaign implies the irrevocable and unqualified acceptance of these terms and conditions. Any participation that is incomplete or not in accordance with these terms and conditions shall not be taken into account and shall not be the subject of any claim.

Article 4: The Cars Package

The Peugeot miniature Cars Package is composed of six (6) miniature cars.

The value of the Cars Package is approximately thirty-seven (37 euros) €.

There is a stock of 500 (five hundred) Cars Packages.

Each Participant will be delivered with his/her Cars Package at the address indicated during the order.

The Cars Packages are only suitable for children over the age of three (3) years old.

Article 5: Personal Data

The personal data collected from the Participants as part of the Campaign will be processed exclusively by the Organizing Company and its possible subcontractors for the purpose of organizing / executing the Campaign, designating the Participants and send out the Cars Package. The personal data of the Participant will be kept for a period of 3 years from the last contact.

In accordance with the European Regulation (EU) 2016/679 of 27 April 2016 ('GDPR') as well as the respective national transposition laws applicable (e.g. French Data Protection and Freedoms law no. 78-17 of 6 January 1978 as amended by the law of 6 August 2004), all Participants have the right to access, rectify and delete personal data pertaining to them in the context of the Campaign. They also have the right to object to the collection of their personal data. This right can be exercised free of charge on request by writing to the following address:

PEUGEOT SA
Siège social (Head Office)
2-10 boulevard de l'Europe
78300 Poissy
FRANCE

Please indicate your full name and email address.

Participants exercising the right to have their data deleted before the end of the Campaign is deemed to have waived their right to participate. Similarly, any Participant who requests the deletion of their data before the date the Cars Package is delivered, making it impossible for them to be contacted by the Organiser, is deemed to have withdrawn their participation and waived their right to receive the Cars Package.

For further information regarding the processing of the Participant's personal data please see in addition our Privacy Policy available at:

For France: <https://www.peugeot.fr/tools/vie-privee.html>

For Germany: <https://www.peugeot.de/tools/datenschutzrichtlinie.html>

Article 6: Responsibility

Participation in the Campaign implies knowledge and acceptance of the characteristics and limitations of the Internet, in particular as regards technical performance, response times for consulting, querying or transferring information, the lack of protection of certain data against possible misappropriation and the risks of contamination by possible viruses that may be circulating on the network.

The Organising Company cannot be held responsible for the malfunction of the Site and/or the Campaign on a given browser preventing the smooth running of the Campaign.

The Organising Company shall not be held liable if the data relating to the entry of a Participant does not reach them for any reason for which they are not responsible (for example, a problem encountered by the user in connecting to the Internet for any reason, a temporary failure of our servers for any reason, etc.) or if it arrives illegible or impossible for them to process (for example, if the Participant has computer equipment or a software environment unsuitable for their entry, etc.).

The Organising Company reserves the right to exclude from participation in this Campaign any person who disrupts the running of the Campaign, to take legal action against anyone who has not complied, defrauded or disrupted the operations described in these Terms and Conditions or has attempted to do so. A Participant who is in breach with these Terms and Conditions shall automatically forfeit any right to obtain any Cars Package.

Any information provided by the Participant, including contact information, will be considered void and will not be taken into consideration if it contains inaccurate and/or unlawful information.

The Organising Company may not be held liable for damages of any kind (personal, physical, material, financial or other) arising from a participation in the Campaign.

The Organising Company reserves the right, in particular in the event of a case of force majeure, to shorten, extend or cancel this Campaign in part or in its entirety if circumstances so require. It shall not be held liable in any way whatsoever in such an event. These changes may be communicated in advance, however, by all appropriate means.

The Participant will be solely responsible for the use made of the Cars Package.

Article 7: Applicable law

These terms and conditions are subject to French law which will apply in the event of a dispute, subject to the mandatory rules of the Participant's country of residence.

Any practical difficulty in applying or interpreting these Rules shall be decided as a last resort by the Organizing Company.

In the event of a dispute, the consumer may apply to the French courts or to the courts of his place of usual residence.

Issued at Poissy on 23/12/2022.