

**RULES OF THE CONTEST “A GOOD NIGHT TO SAY THANK YOU WITH B&B HOTELS” March
2025
(France, Switzerland and Belgium)**

Article 1: Organizer and Duration of the Contest

The following three companies are jointly designated as the “Organizer”:

- **B&B HOTELS FRANCE**, a French limited liability company, with its registered office located at 271 rue Général Paulet 29219 BREST, registered in the Brest Trade and Companies Register under number 378 047 500;
- **B&B HOTELS BELGIUM**, a Belgian limited liability company, with its registered office located at Place Marcel Broodthaers 8, 1600 SAINT GILLES, registered under company number BE 0693 764 388;
- **B&B HOTELS SWITZERLAND GmbH**, a Swiss limited liability company, with its registered office located at Cours des Bastions 5, 1205 GENEVA, c/o Olivier Brunisholz, lawyer, registered in the commercial register under number CHE-422.607.448

The Organizer wishes to organize a contest entitled “A Good Night to Say Thank You with B&B HOTELS”, the winners of which will be determined by a draw according to the defined conditions (hereinafter the “Contest”).

The Contest will take place from March 3, 2025, at 12:00 PM to March 23, 2025, at 11:59 PM.

These rules (hereinafter the “Rules”) are accessible for the entire duration of the Contest and can be downloaded from the Organizer’s website on the page <https://www.hotel-bb.com/fr/promotions/france/jeu-concours>.

Article 2: Conditions of Participation

2.1 This Contest is open to any natural person of legal age residing in mainland France (including Corsica), Belgium, or Switzerland, whether or not they are a customer of B&B HOTELS, who wishes to register for free from the micro site <https://game.hotel-bb.com/jeu-une-bonne-nuit-pour-dire-merci>, the page <https://www.hotel-bb.com/fr/promotions-france/jeu-concours> or via the B&B HOTELS econciergerie service.

Participants can use the sponsorship system to increase their chances of winning in the draw available at the end of their participation in the game.

Participants can click on the “share” buttons on the page or use the unique link to share with their friends and family via WhatsApp, social networks X or Facebook. When a person uses this link to register for the campaign, they become a “referral” of the participant. For each referral recruited, the sponsor sees their chances of winning

increased, for example, by accumulating additional chances in the draw (1 referral registered = 1 additional chance, 2 referrals = 2 chances, 3 referrals = 3 additional chances, etc.)

The Organizer reserves the right to carry out all necessary checks regarding the identity, postal and/or electronic address of the participants.

Participation in the Contest is excluded for staff members, directors, shareholders, as well as family members of staff members and directors of the Organizer, management companies managing one or more B&B HOTELS and B&B franchised companies, as well as any person directly or indirectly involved in organizing the Contest.

2.2. To validly participate in the Contest, the participant meeting the characteristics described in article 2.1 of these Rules is required, from the time the Contest is put online on the micro site <https://game.hotel-bb.com/jeu-une-bonne-nuit-pour-dire-merci>, the page <https://www.hotel-bb.com/fr/promotions-france/jeu-concours> or via the B&B HOTELS econciergerie service, to comply with the following conditions:

- Read and agree to the terms and conditions of these Rules;
- Fill out the participation form;
- Vote, taking into account the question asked "Among your relatives, who helps you the most often to look after the children?" ;
- Answer the question "How many B&B HOTELS do we have in France?";
- Validate;
- Share or not the Contest on their social networks via the relevant buttons to have more chances of being drawn.

The meeting of the Participation Conditions validates the registration for the Contest.

2.3. The Contest is limited to one participation per person. Participation in the Contest is strictly personal and nominative. Any use of different e-mail addresses for the same person will be considered an attempted fraud leading to disqualification from the Contest and ineligibility for the quality of winner of the Contest.

2.4. Failure to comply with the participation conditions set out in these Rules will result in the nullity of the participant's participation. The Organizer reserves the right to proceed, at any time and at the latest during the delivery of the prizes, to verify compliance with the participation conditions, to require the participant to provide supporting documents useful in this regard or to collect them themselves, in accordance with article 7 of these Rules, and, if necessary, to cancel the participant's participation.

Article 3: Designation of Winners

Only participants meeting the characteristics referred to in article 2.1 of these Rules, having complied with the participation conditions set out in articles 2.2 to 2.4 of these Rules and having answered the questionnaire correctly, including the question in article 2.2 of these Rules, are taken into account in the draw to determine the winners of the Contest (hereinafter, the "Potential Winners"). The Organizer will designate the winners of the Contest by drawing lots, from among the Potential Winners. A draw will be made within three (3) working days from the end of the Contest.

This draw is carried out automatically from all valid entries registered on the platform during the Contest period. The draw is fully automated and guaranteed by the system of our service provider Adictiz, which uses a random algorithm that meets the requirements of transparency and fairness.

Among all the Potential Winners, one hundred and fifteen (115) participants will be drawn automatically via the Adictiz platform and will be assigned one of the prizes detailed in article 4 of these Rules.

The designated participants will be contacted by e-mail by the Organizer. They will have a period of seven (7) working days following the sending of this e-mail to acknowledge receipt and accept the prize. If a designated participant does not respond within the time limit to accept the prize, they will be considered to have renounced their prize and will not be entitled to any indemnity, endowment, or compensation whatsoever. In this case, the prize will remain the property of the Organizer.

The winner must comply with these Rules. If it turns out that they do not meet the conditions of the Rules, their prize will not be awarded to them and will be acquired by the Organizer. To this end, participants authorize all necessary checks concerning their identity, contact details or the fairness and sincerity of their participation. Any false declaration leads to the immediate elimination of the participant.

Article 4: Prizes

The Contest is composed of the following prizes:

- 50 prizes of one night valid on weekends (Friday, Saturday, Sunday) for 2 people with breakfasts in France.

Overall value: 2700 euros

- 50 prizes of a gift card in a wellness institute in France and Belgium worth €50.

Overall value: 2500 euros

- 15 sets of 2 pillows of the Drouault brand.

Overall value: 240 euros

The value indicated corresponds to the public price including VAT commonly practiced or estimated on the date of drafting of the Rules, it is given for information only and is subject to variation.

These endowments do not include, without limitation, transport, food costs other than those mentioned in the description, or other costs incurred by the Participant and their guests during the stay.

Article 5: Delivery of Prizes

The Organizer's marketing department will contact the winners once the Contest is over within a maximum period of 7 days. Additional information will be sent to them by e-mail.

Prizes are not exchangeable for any monetary value and cannot be subject to partial or total reimbursement. Participants are informed that the sale or exchange of prizes is strictly prohibited. On the other hand, if it is impossible for the Organizer to deliver the won prize to the winners, for whatever reason, the Organizer reserves the right to substitute it with a prize of equivalent value, to which any participant consents in advance.

Article 6: Limitation of Liability

The Organizer cannot be held liable for the impossibility of contacting each winner. The Organizer will also not be responsible for any errors relating to the name, address and/or contact details communicated by the Contest participants.

Furthermore, the Organizer declines all responsibility for all incidents that may occur in the context of the enjoyment of the prize and/or due to its use and/or its consequences.

The Organizer reserves the right, in the event of force majeure as defined by case law, to shorten, extend, modify, interrupt, postpone or cancel the Contest without its liability being incurred in this regard. However, any modification of the Rules will be the subject of an addendum that will be communicated to participants and put online on the Organizer's website.

The costs possibly incurred for participation in the Contest are exclusively the responsibility of the participant. The Organizer cannot under any circumstances be held liable to indemnify such costs.

The use of robots or any other similar processes allowing to participate in the Contest mechanically or otherwise is prohibited, the violation of this rule leading to the definitive elimination of its creator and/or user.

The Organizer may cancel all or part of the Contest if it appears that fraud has occurred by any means whatsoever, in particular electronically, in the context of participation in the Contest or the determination of the winners. In this case, it

reserves the right not to award prizes to fraudsters and/or to prosecute the perpetrators of these frauds before the competent courts. However, it cannot incur any liability of any kind towards the participants due to any fraud committed. Any fraud, including participation in the Contest without the participation conditions being met by the participant, results in the elimination of said participant.

Article 7: Personal Data

The Organizer is responsible for the processing of the participants' personal data processed in the context of the Contest.

The draw of the winners of the Contest is based on a decision based exclusively on an automated process. Indeed, the Potential Winners are drawn automatically via the "Adictiz" platform. Thus, any participant can request that a natural person intervene to obtain an explanation of the decision or to contest this decision.

In order to award their prizes to the winning participants, the Organizer processes the data strictly necessary for the allocation of the prizes collected at the time of their participation in the Contest (name, first name, email address) and, in the event that the prizes are sent by post, collects their postal address from the latter.

This information is recorded and saved in a computer file and is necessary for taking their participation into account, determining the winner and allocating and sending the prizes. Otherwise, the request to participate in the Contest cannot be processed or its processing will be delayed.

This information is intended for the Organizer and may be transmitted to its technical service providers in the context of carrying out the Contest and to a provider ensuring the sending of the prizes if necessary.

When participating in the Contest, each participant has the opportunity to choose whether they wish to receive commercial communications and newsletters from the Organizer or its partners. This decision is made at the time of registration via a dedicated form.

Consent to receive these communications is materialized by a clearly identified optional checkbox on the form.

- If the participant checks the box, they give their explicit consent to receive newsletters and other commercial communications.
- If the participant does not check the box, they will not receive any commercial communication or newsletter from the organizer or its partners.

This choice has no impact on participation in the Contest or the chances of winning. In accordance with the regulations in force on the protection of personal data, the participant can at any time withdraw their consent by clicking on the unsubscribe link in the newsletters or by contacting the Organizer at the address marketing-operationnel@hotelbb.com.

The Organizer, as data controller, implements a processing of personal data with the following purposes:

- Managing contest registration;
- Determining winners by random draw;
- Informing winners to announce their prize;
- Managing prize allocation;
- Managing prize delivery;
- Sending commercial prospecting (if the participant consents);
- Managing disputes or claims;
- Managing requests for the right of access, rectification, and opposition to the processing of personal data of the data subjects;
- Controlling fraud and managing eliminations where applicable.

The legal basis for data processing is the necessity for the purposes of the execution of the contract that constitutes these Rules and, for sending commercial prospecting, consent.

The data collected is kept for as long as it is necessary for the proper execution of the Contest. The data may be kept for longer if this is required due to special circumstances (for example, in the event of a dispute between a participant and the Organizer).

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Unless the participant expressly consents to receive commercial prospecting, the data collected is processed only for the purposes of the proper execution of the Contest.

The data is processed and stored within the European Union.

In accordance with the amended Data Protection Act and the GDPR, any person concerned by the processing has a right of access, rectification, portability, opposition and erasure of their data or limitation of the processing.

For any legitimate request concerning data protection, it is possible to contact the Organizer by sending an e-mail to privacy.france@hotelbb.com or directly the data protection officer of the Organizer by sending an e-mail to dpo-france@hotelbb.com.

Finally, it is possible to file a complaint with a supervisory authority (the CNIL in France, the Federal Data Protection and Transparency Commissioner in Switzerland, the Data Protection Authority in Belgium).

Respect for privacy and the protection of personal information transmitted by participants to the Organizer are essential and the Organizer strives to secure them by implementing all the means at its disposal to preserve data security and, in particular, to prevent them from being distorted, damaged, or accessed by unauthorized third parties.

Article 8: Disputes

These Rules are subject to French law. To be taken into account, any disputes relating to the Contest must be made in writing to the following address: marketing-operationnel@hotelbb.com no later than ninety (90) days after the deadline for participation in the Contest as indicated in these Rules.

In the event of persistent disagreement concerning the application or interpretation of these Rules, and failing an amicable agreement, any dispute shall be submitted to the competent court, which is hereby granted exclusive jurisdiction."