

Reviews Terms and Conditions

1 SCOPE

1.1 **GROUPE LDLC** – GROUPE LDLC is a public limited company with a board of directors and a supervisory board with a capital of 1,110,919.68 euros, whose registered office is located at: 2 Rue des Erables - CS21035 - 69578 LIMONEST CEDEX FRANCE (phone number: +33 (0)4 72 52 37 77), registered in the Lyon Trade and Companies Register under the number B 403 554 181 (VAT FR 26 403 554 181 - BE 863 283 964). GROUPE LDLC publishes several websites including ldlc.com and larmoiredebebe.com, on which GROUPE LDLC is a reviews manager.

1.2 **PURPOSE** – The purpose of these terms and conditions (T&C's) is to determine the principles and rules for the request, collection, moderation, and reproduction of reviews, which consumers must comply with so that their reviews can be accepted and published. These conditions only apply to consumer reviews intended to be published individually, although they may be aggregated to indicate trends or results. GROUPE LDLC's customers may give their opinions on products sold on the websites concerned, and these opinions take the form of a comment and a rating (from 0 to 5 stars).

2 INFORMATION

2.1 **Independence** – The operations of collecting, moderating, and reproducing opinions are totally independent of products and services' advertising and sales carried out on the websites.

2.2 **Accessibility** – The T&Cs are displayed when posting the comment; their validation is made thanks to a checkbox when the review is submitted.

2.3 **Acceptance** – By checking this box, the customer formally accepts the T&Cs and certifies, under penalty of the review's rejection by GROUPE LDLC:

- he/she is a natural person
- the information contained in his/her customer account allows him/her to be reached personally if necessary
- not to be in a conflict-of-interest situation
- to have had personal experience of the product on which their review is based on
- only attach to their review items (documents, photos, etc.) that they own and/or have the rights of use
- agrees to be reached for verification purposes

2.4 **Contact** – The customer is informed that our company or any private or public control

organization may contact the customer for the purpose of verifying the authenticity of the review. If the customer does not wish to be contacted, he/she should not submit a review. If you do not respond to the verification process, the reviews may be deleted.

2.5 Intellectual property – The author of the review transfers, free of charge and exclusively, all the rights of reproduction, representation, translation, use, exploitation, adaptation, and the right of distribution of the review he publishes under the following conditions:

- Duration of the transfer: duration of the literary and artistic property, i.e., the duration provided for by the Intellectual Property Code and foreign laws and all extensions or extensions of this period by an international convention, a European directive, a French or foreign law.
 - Geographical scope of the transfer: due to the publication of reviews, particularly on the Internet, the transfer is granted for the whole world and for all languages and for all the exploitation modes.
 - Author's guarantee: The author certifies that his opinion was written by him/her, is entirely original and does not borrow any protected element from another work, whatever the nature of this other work. In this respect, the author guarantees GROUPE LDLC against any claim from a third party in any capacity whatsoever and against the financial consequences that such a claim could have for LDLC GROUP.
 - Extent of the transfer: this transfer covers all forms of exploitation, whether they relate reproduction, translation, or the right of representation by extract, or in its entirety, by any means known or unknown to date, by all processes and on all media, without this list being restrictive, by printing, similar processes on any magnetic or digital media and all similar media, by video, by what is generally referred to as "information highways", by social networks, by Internet, by Intranet, terminals, on all media and in all known or unknown formats to date, for private or public use. The author of the review consents to any representation or reproduction in whole or in part, translation, adaptation or transformation, arrangement or reproduction by any art or process. GROUPE LDLC may therefore reproduce and adapt by any means and in any dimension, all or part of elements sent by the author of the review directly or indirectly, in a modified form, by integrating new elements, according to the requirements of the market, technical progress, artistic needs, etc. GROUPE LDLC may add any text and visuals to the distribution of advertising campaigns. Any review may be communicated to the public by any means (particularly via a website), known or unknown, current, or future, and by any means.
- 2.6 Guarantee** - The author of the review is responsible for the comments published, both in criminal and civil terms. He/she guarantees GROUPE LDLC against all legal and financial consequences that may result from it. He/she is responsible for any direct or indirect, material, or immaterial damage to any person because of the use of the review tool set up by GROUPE LDLC.

3 REVIEW REQUEST PROCESS

- 3.1 **General principles** – Any customer who has placed an order on the site may receive an e-mail from GROUPE LDLC to encourage them to submit a review of their purchasing/consumer experience. The email is sent automatically by an emailing software.
- 3.2 **Content of the request** – The email contains a text presenting the interest of submitting a review on the website, the product(s) purchased at the time of the order (maximum 5 products per order), a link to the customer's account, a link to the Reviews Terms and Conditions and a link to unsubscribe from email requests.
- 3.3 **Targeting of the request** – In order to receive a request, a customer must have purchased a new product that is still for sale, and the date of its invoice must be within 28 days. There are exceptions, however, which may block the solicitation:
- If the customer has made a product return and therefore cannot prove their consumer experience
 - If the customer has already left a review of the product(s) ordered
 - If they have already received a review request email less than a month ago

4 COLLECTION PROCESS

- 4.1 **General principles** – Any customer wishing to submit a review must first identify himself through his customer account. This allows GROUPE LDLC to verify that they have indeed purchased the products. Only natural persons can leave a review. The authors of the reviews must be able to be reached out. To avoid conflicts of interest, authors who have interests related to the item being reviewed are excluded.
- 4.2 **Purpose** – Reviews are collected for a variety of purposes, including:
- Assessing customer satisfaction with products,
 - Comparing consumer reviews of different competing products and services to help consumers make purchasing decisions
- 4.3 **Data protection** – GROUPE LDLC undertakes to comply with the laws on the protection of personal data in force in the context of the collection, storage, and use of information on the authors of reviews. In accordance with the provisions of the French Data Protection Act of 6 January 1978 as amended, and those of the General Data Protection Regulation, the author of the review has the right to access, rectify or object to the personal data collected. These rights can be exercised directly by the author of the review by going to the webpage My Account / Account information or by writing an e-mail to the dedicated address dpo@groupe-ldlc.com or by post to GROUPE LDLC, 2 rue des Erables, CS21035, 69578 LIMONEST Cedex - FRANCE, specifying your name, first name, customer number and copy of your ID/citizen card.

4.4 **Checks** – GROUPE LDLC may carry out any useful checks to identify and prevent the sending of content from unauthorised persons (e.g., persons who have created several user accounts using false information, user accounts or registrations created automatically by robots, people writing reviews with the aim of damaging the reputation of the product or service, third parties sending reviews on behalf of an individual or company with the aim of distorting the reputation of the product or service being reviewed, devices that attempt to hide, distort or conceal their identity, etc.). These verifications will be carried out in compliance with the data protection laws in force, by the company GROUPE LDLC, which may contact the author of the review by phone or e-mail.

4.5 **Process for identifying the author of the review** – GROUPE LDLC may implement a combination of the most relevant and reliable identification methods when validating customer accounts and proofs of identity may be requested. The processing related to the request for supporting documents and having as its purpose the fight against fraud and unpaid debts has been implemented in compliance with simplified standard No. 48 resulting from the CNIL's decision No. 2012-209 of 21 June 2012 creating a simplified standard concerning the automated processing of personal data relating to the management of customers and prospects. The right of access shall be exercised by contacting the customer service department.

4.6 **The existence or not of compensation in exchange for reviews' submission** – No compensation shall be given to the consumer in exchange for a review that he or she has submitted.

4.7 **Structuring the content of reviews during collection** – GROUPE LDLC gives the consumer the opportunity to describe their consumer experience in their own words and language. However, it is requested to:

- Comply with regulations, particularly in terms of consumer protection, competition law, press law, intellectual property, etc.
- Not to copy the comments or opinions of others
- Post a review that is readable, clear, and understandable to everyone
- Avoid SMS language, spelling mistakes, foul or vulgar language, abbreviations...
- Respect text length restrictions
- Ensure that the language used is as neutral as possible
- The review should only concern the product (and not, for example, the delivery)
- Write in English

5 MODERATION

5.1 **General principles** – The purpose of moderation is to ensure that the content collected complies with French law and the website's T&Cs to publish, reject, or delete this content. All content related to the identity of the consumer and the opinions collected intended for publication are subject to moderation. All reviews are subject to the same moderation process regardless of their content. Moderation is carried out a priori and a posteriori by moderators.

5.2 **Moderators** – Moderation is carried out by human persons called "moderators". The moderator is in charge of applying the moderation rules for consumer reviews. The moderator:

- Can access the full content of the collected consumer review.
- Can access information about the identity of the author collected during the submission of the review to reach out the author, if necessary.
- Can access all information on the history of the submission of reviews (number of submissions of the same review after initial rejection).
- Can access historical information about the author (number of reviews published, subject of previous reviews).
- Can assign the moderation of a consumer review to another moderator.

5.3 **Characteristics of moderation** – Moderation is independent of the content of the review (rating or textual content). It is carried out a posteriori, with reference to compliance with the law and the TOS. The consumer review is moderated within a maximum delay of 96 hours from date of submission.

5.4 **Right of withdrawal** – The author of the review may exercise his or her right of withdrawal next to GROUPE LDLC, leading to the withdrawal of the consumer's review. The review will remain recorded in GROUPE LDLC's databases. It is not possible for the review's author to modify it once it has been published.

5.5 **Review modification** – The author of the review will not be able to modify his/her review or ask GROUPE LDLC to modify his/her review.

5.6 **Review rejection** – The author of the consumer review is systematically informed of the rejection of his/her review and of the reason for the rejection. Following this rejection, GROUPE LDLC gives the consumer the opportunity to rectify the rejected review to resubmit it for moderation. In the case of reviews where the submission of a review is identified as aiming to artificially construct or bias the evaluation of products or services (for example, mass posting of reviews by an e-reputation company), GROUPE LDLC will inform the author of the rejection of this review, but it is not obliged to specify the reasons to preserve the effectiveness of its anti-fraud measures.

5.7 **Reasons for rejecting a review** – A consumer review may be rejected for the following reasons:

- if GROUPE LDLC considers that its civil or criminal liability may be incurred.
- if the textual content contains insults or coarse language.
- if the elements relating to the identity of the author contain insults or rudeness.
- if the content (text, document, image, etc.) is unrelated to the subject matter being noted.
- if the attributes of the review contain concrete elements of conflict of interest.
- if the textual content is so badly written as to be unintelligible.

- if a user makes an inappropriate comment about other content or its author.
- if the textual content to be published contains personal information, such as the name or surname of individuals, a phone number, a specific physical address, or an email address.
- if the textual content includes a credit card number, national insurance number, bank account number or any other information that could lead to identity theft.
- if the textual content indicates that the user has not completed the consumer experience.
- if the textual content includes a call for legal action.
- if the content mentions websites, hyperlinks, URLs, email addresses, or phone numbers, including those of the customer or manufacturer of the product.
- if the textual content is clearly spam.
- if the elements describing the consumer experience are not filled in.
- if the review is written in a language other than English.

GROUPE LDLC will delete the images (photo, video, etc.) accompanying the reviews if the author of the review does not have the rights to use the illustrated contributions submitted with the review.

6 REVIEWS REPRODUCTION

6.1 General principles – Reviews shall be published within a maximum delay of 96 hours from date of submission, including moderation.

6.2 Rating – All reviews' rates are aggregated into an overall summary rate calculated according to a simple mathematical average rounded to the nearest integer (8.33 = 8; 9.9 = 10) together with the total number of reviews it aggregates. This score only considers the reviews' rates submitted within a period less than or equal to the expiration time limit.

6.3 Information on the reviewer - You agree that GROUPE LDLC may publish the following information about the author of the review next to each review:

- Confirmation of the purchase or details of the consumer experience.
- Your nickname, or first name and last initial.
- The total number of reviews submitted by you.
- The usefulness of the review as voted by users of the website (if applicable).
- The age or age range.

6.4 Reporting illegal or inappropriate reviews or content – Internet users and representatives of the product or service being reviewed may report, with reasons, an opinion with illicit or inappropriate content (not corresponding to the objective characteristics of the service or product evaluated), or presenting clearly intentions to damage the reputation of the product or service evaluated with the aim of to obtain financial or other compensation, or contravening the website's T&Cs. Reporting is subject to the same requirements as the collection of opinions. As soon as it is reported, the review will be subject to the following, as soon as possible a new human moderation, checking of its compliance with the T&Cs. During this moderation period, the review may

be marked, or the publication of the review concerned may be suspended. The result of this new moderation will give rise to a response to the author of the warning and to inform the author of the review of the deletion of his/her review and the reasons for the deletion of the review. In the case of a review recognized as illicit or inappropriate after moderation, GROUPE LDLC will prioritise the removal of the review as soon as possible.

6.5 Criteria for deleting reviews after publication – Upon request of a reviewer, GROUPE LDLC offers him/her the possibility of unpublishing his/her review, while maintaining traceability for the purposes of subsequent verification of the review later. GROUPE LDLC keeps personal data for a period that doesn't exceed necessary keeping time for the purposes for which they were collected in accordance with the provisions of the provisions of the amended law of 6 January 1978. GROUPE LDLC may delete reviews in the event of change of ownership and/or complete renovation of an establishment, or a modification of the substantial characteristics of a product or service. GROUPE LDLC will keep a history of the reviews and all documents attached to the reviews, of the website and the reason for their deletion for a maximum period of maximum of one year from the date of deletion of the review.

6.6 Reviews expiry – Reviews are kept for a minimum of 1 year unless the author of the reviews asks for his/her right of withdrawal. The expiry period is 3 years from the date of submission of the review.

6.7 Loss of the right to submit a review for the author of a review recognised as illicit or inappropriate after moderation – In the event of identification of an author who has submitted one or more reviews recognised as or inappropriate after moderation, and after having applied the procedures related to the rejection or deletion of consumer reviews, GROUPE LDLC will put an end to the registration of the consumer concerned, and will delete all the reviews linked to this user.

6.8 Right of reply – GROUPE LDLC will allow the representative of the product or service evaluated, free of charge, to respond publicly to reviews, possibly via a dedicated platform, to:

- give his/her version of the facts (with the possibility of attaching attachments).
- thank the consumer for his or her contribution.
- indicate any changes made to the product or service since the review was written.

Responses may be moderated by GROUPE LDLC under the same conditions as consumer reviews, in accordance with the principles and rules that are visibly indicated on the website. Responses will be published within a maximum of 7 calendar days from the request and will be attached to the review. Each response will be posted on the website under the relevant review. The right of reply is granted, free of charge, to the representative of the product or service evaluated, as long as the review is online. The response may be reported in the same way as a review.

7 LIABILITY

GROUPE LDLC provides, as part of an obligation of means, a tool intended to collect the opinions of its customers. This tool is made available as it is. GROUPE LDLC does not offer any guarantee of any kind on this tool, its content, or its performance. Its use is at the review author's own risk. GROUPE LDLC cannot be held responsible for repairing any direct or indirect, material, or immaterial prejudice suffered by the author of the review and/or third parties due to the use of this tool.

8 INTERRUPTION

GROUPE LDLC reserves the right to stop its customer review tool without any notice or compensation.

9 ENTRY INTO FORCE

These Review Terms and Conditions are applicable as soon as they are accepted by the author of the review. GROUPE LDLC reserves the right to modify these T&Cs at any time.