



**SEIVEN**  
**PROMOTIONAL GAME RULES**  
**“SEIVEN GAME – PARIS FUNERAL TRADE FAIR 2025”**

**FREE GAME WITH NO PURCHASE REQUIRED**

**Article 1 – Organizer**

The company SEIVEN, a simplified joint-stock company (SASU) with share capital of €19,333,375.00, registered with the Rennes Trade and Companies Register (RCS) under number 914 501 689, having its registered office at Rue Didier Daurat, 35136 Saint-Jacques-de-la-Lande, France (hereinafter “the Organizer”), is organizing, within the framework of the Paris Funeral Trade Fair 2025, a free promotional game with no purchase obligation, entitled “Seiven Game – Paris Funeral Trade Fair 2025.”

Official website: [www.seiven.com](http://www.seiven.com)

Contact: [a.akar@seiven.com](mailto:a.akar@seiven.com)

Phone: +33 (0)2 23 20 10 10

**Article 2 – Conditions of Participation**

**2.1. Free Entry and No Purchase Obligation**

This game is entirely free and without any purchase obligation. No purchase, order, or payment of any kind is required to enter or to have a chance to win.

**2.2. Eligible Participants**

The game is open to natural persons aged 18 or older, who are professionals in the funeral industry attending the Paris Funeral Trade Fair 2025, held from 19 to 21 November 2025 at Le Bourget Exhibition Center, Stand E22.

**2.3. Exclusions**

The following are not eligible to participate:

Seiven employees and their spouses;

Employees of partner companies involved in organizing the event;

Minors;

Legal entities.

**2.4. Participation Limit**

Only one entry per person is allowed for the entire duration of the game, regardless of the participation method used.

**2.5. Acceptance of the Rules**

Participation in the game implies full and unconditional acceptance of these rules.

**Article 3 – How to Participate**

**3.1. Game Period**

The game runs from Wednesday, 19 November 2025 at 9:00 a.m. to Friday, 21 November 2025 at 5:00 p.m.

**3.2. Method of Free Participation**

A single method of free participation is available:

a) On the Seiven stand (Hall 7.2):

Complete the free participation form available at the stand;

Deposit the completed form in the designated collection box.

**3.3. Participation by Customers**

Customers placing an order at the stand are automatically entered in the draw.

This does not constitute a purchase obligation for other participants.

### 3.4. Prize Draws

Draws will take place daily during the fair, as follows:

Wednesday, 19 November 2025, at 5:00 p.m.

Thursday, 20 November 2025, at 5:00 p.m.

Friday, 21 November 2025, at 5:00 p.m.

Draws will be conducted publicly at the Seiven stand (E22), in the presence of witnesses.

### Article 4 – Description of Prizes

#### 4.1. Trip to India for Two People (1 prize per draw)

Commercial value: €3,500 (excl. VAT)

Includes:

Round-trip flights from Paris to India for two people (economy class);

Hotel accommodation (3- or 4-star, double room, 4 nights);

Ground transfers (airport-hotel-airport and planned activities).

Not included: meals (except hotel breakfasts), personal expenses, travel insurance, visa fees, vaccinations, optional excursions.

Conditions: Trip must be taken before 31 December 2027, subject to availability. Dates to be agreed with the Organizer.

#### 4.2. Gourmet Getaways in Ile-et-Vilaine (2 prizes per draw)

Commercial value: €550 (excl. VAT) per getaway

Each getaway includes:

A gastronomic dinner for two in a Michelin-starred or fine-dining restaurant in Ile-et-Vilaine (up to €150 per person);

One night in a 4-star hotel (double room, breakfast included, up to €250 value);

A personalized welcome at Seiven's offices, including a company tour and team meet-and-greet.

Conditions: Must be used before 31 December 2026, by reservation and subject to availability. Dates to be agreed with the Organizer.

#### 4.3. Seiven Gift Cards

Per draw:

Three gift cards of €200 (excl. VAT) each;

Three gift cards of €100 (excl. VAT) each.

Terms of use:

Valid on any order from Seiven Group catalog brands;

Single-use per order;

Not cumulative;

Non-refundable and non-exchangeable for cash;

Valid for 12 months from the draw date;

Not combinable with other promotions unless otherwise stated.

### Article 5 – Prize Awarding

Winners present at the draw will be informed immediately; absent winners will be contacted by email and/or phone within 48 hours.

Winners must present:

A valid ID;

Proof of professional status (e.g., business card or fair badge).

Winners have 60 days from notification to accept their prize and provide the required details.

After this period, the prize will be considered unclaimed and may be:

Re-awarded in a supplementary draw, or

Cancelled.

### Article 6 – Liability

The Organizer accepts no liability for accidents, loss, theft, or damage related to prize use, except in cases of gross negligence.

The Organizer is not responsible for cancellation or modification of the game for reasons beyond its control (e.g., trade fair cancellation, strike, pandemic, natural disaster, terrorism).

In the event of cancellation, participants will be informed appropriately, and collected data will be destroyed within 30 days.

#### Article 7 – Tax Information

##### **IMPORTANT – TAX AND SOCIAL IMPLICATIONS**

Prizes may be considered benefits in kind subject to tax and/or social contributions, depending on the winner's status:

For employees: the prize may be declared as a benefit in kind on the payslip and subject to social contributions.

For company directors or self-employed persons: the prize may be declared as taxable income.

It is the winner's responsibility to consult their accountant or tax advisor regarding their specific situation.

The Organizer disclaims all responsibility for any tax or social consequences resulting from prize attribution.

#### Article 8 – Personal Data Protection

##### 8.1. Data Controller

Seiven SASU, represented by its President, acts as the Data Controller for personal data collected in connection with this game.

##### 8.2. Legal Basis and Purpose

Processing is based on participant consent (Art. 6.1.a GDPR). Data is collected for:

Managing the promotional game;

Communicating with winners;

Sending commercial information.

##### 8.3. Collected Data

Full name, job title, professional email, business phone, company name, and business address.

##### 8.4. Data Retention

Non-winning participants: retained no longer than 30 days after the draw.

Winners: retained for 3 years for accounting and tax purposes.

Data is hosted in France and not transferred outside the European Union.

##### 8.5. Participant Rights

In accordance with the GDPR, you have the right to:

Access your data,

Rectify or delete it,

Restrict or object to processing,

Data portability.

To exercise these rights, contact Seiven at the company's registered address.

You may also lodge a complaint with the CNIL ([www.cnil.fr](http://www.cnil.fr)

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#### Article 9 – Publication of Results and Image Rights

Winners' names may be published on [www.seiven.com](http://www.seiven.com)

, Seiven brand websites, and the Organizer's social media channels.

Winners consent to the use of their name, first name, and company for promotional purposes without financial compensation.

Explicit written refusal may be submitted.

#### Article 10 – Governing Law and Disputes

These rules are governed by French law.

Any claim regarding interpretation or enforcement must be sent by registered letter with acknowledgment of receipt to:

Seiven – Marketing Department

Rue Didier Daurat

35136 Saint-Jacques-de-la-Lande, France

Claims must be made within 30 days following the date of the final draw.

Failing amicable settlement, the courts of Rennes (France) shall have exclusive jurisdiction.

#### Article 11 – Accessibility and Amendments

These rules are available:



At the Seiven stand throughout the trade fair;

On the website: <https://salon.seiven.com/>

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Upon written request sent to the Organizer's address.

The Organizer reserves the right to amend these rules if necessary, for technical, legal, or organizational reasons. Any changes will be announced at the stand and on the website.

Issued in Saint-Jacques-de-la-Lande, on 6 November 2025

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From 19 to 21 November 2025 – Paris Funeral Trade Fair, Stand E22