

## **Contest regulation – FELIWAY 25 AWARD**

### **Article 1 : Organization of contest**

Ceva Santé Animale, a french corporation registered in the Trade and Companies Register of Libourne under the number 301 763 405 and whose head office is located at 10 avenue de la Ballastière 33500 Libourne, (hereinafter the "Organizing Company"), is launching during the year 2021, a free of charge online contest with no obligation to purchase named « FELIWAY 25 Award », (hereinafter the « Contest »), under the terms describe in this regulation.

Promotional banners with an invitation to participate will be posted on Facebook, Instagram and Twitter social networks by feline experts and or/ feline influencers with mention of the Contest and a link to the FELIWAY 25 Award page. The Contest and its promotion are neither organized nor sponsored by Facebook, Instagram or Twitter. The personal data collected is intended for the Organizing Company and not for Facebook, Instagram or Twitter.

### **Article 2 : Purpose of the contest**

The Organizing Company is launching a contest open to any cat lover who is willing to share on the FELIWAY 25 Award page a picture of their cat with a story in one of these two categories: Cat parent or Cat professional. There will be three steps in the selection process:

- The ten publications of each category, for each country which have received the most votes by the visitors of the FELIWAY 25 Award page will be selected and invited to send a video to an international Jury.
- The international Jury will then designate one winning video per category and per country.
- For the final round, the international Jury will designate one winner per category.

The winner will be awarded the prize(s) described in article 5 of the present Regulation.

### **Article 3 : Participation requirements and Terms of participation**

#### **3.1. Participation requirements**

The Contest is open to all natural persons (the "Participant(s)") who meet the following cumulative conditions :

- over 18 years of age
- cat parents participants have to be the real owner of the cat
- cat professionals participants have to be employed or volunteering in a veterinary practice, shelter or cats association

Persons who have collaborated directly or indirectly with the Organizing Company and/or its affiliates as well as members of their respective direct families, employees of the Organizing Company and/or its affiliates as well as those who are employed by subcontractors of the Organizing Company are not authorized to participate in the Contest.

Participation in the Contest is strictly personal.

Participants agree not to adopt a behavior that would be contrary to the interests of this Contest or harmful to the image of the Organizing Company or any third party.

Participation in this Contest implies full and complete acceptance of the present rules, as well as the laws and regulations governing the conduct of promotional games and contests such as sweepstakes. Failure by Participants to comply with these conditions will result in the invalidity of their entry and possibly in their liability.

Participants understand and agree that the Organizing Company is entitled to request any supporting documentation, it deems necessary, as regards the identity, address or age of the participants.

Any false indication of identity or age will automatically result in elimination from the Contest.

### 3.2. Terms of participation

The Participants can participate in one of the 2 categories: Cat Parent or Cat Professional. The Participant has to share, on the FELIWAY 25 Award page: <https://cats.feliway.com/en/story-entry> a lovely and happy story and upload a photo of his/her cat(s) between June 1st, 2021 and September, 1st 2021.

Text for stories accompanying the photo on the website should not exceed 500 characters and must be written by the Participant themselves. The photo image should be of good quality, a recommended size of 550w x 680h and should not exceed 300kb.

The visitors of the FELIWAY 25 Award page will click on their favorite pictures and stories to vote during this first round. There is a limit of one vote per visitor and per publication, but it is possible to vote for several publications.

The ten publications for each category, for each country which receive the most votes will be selected to participate in the second round of the Contest. On September 2nd, 2021, the Organizing Company will send an email to the selected Participants to ask for their story-videos.

In the second round, from September 3rd, 2021 to September 20th, 2021, the selected participants will have to send by email to the Organizing Company :

- a) For a Cat Parent: A video of themselves with their cat(s). The video has to describe the relationship between the Cat Parent and their cat(s). For example: What have they done to improve their cat's life, share what they do

to live happily together...

The video-story has to meet the following conditions:

- real and true story
- detailed and precise
- self-explanatory, no need more information to understand
- qualitative and readable video
- see the cat(s) in natural situation
- see the cat(s) parent in their life-routine
- see the family/participant home / inside and/or outside
- emotional story
- should not exceed 3 minutes

b) For a Cat Professional: a) A video of themselves in their professional environment in which they describe the daily life of the cat they are taking care of. For example: how they reduce feline stress in their clinic, or the ways they improve the wellbeing of cats in their shelter.

The video-story has to meet the following conditions:

- real and true story
- detailed and precise
- self-explanatory, no need more information to understand
- qualitative and readable video
- showing the wellbeing of cats
- explaining how this comfort for cats has been achieved in the professional environment
- include cats if possible
- see the professional at work
- should not exceed 3 minutes

Cat Professionals participants must ensure that their story relates to the veterinary practice, shelter or cat association where they are currently employed, volunteer at or are members of. The participant is responsible for obtaining relevant permissions, (e.g. cats belonging to people, anyone that might be in their video etc).

The Organizing Company will take care of the translation of the videos by adding subtitles in English. As soon as subtitles have been added, they will be uploaded on the website by September 27<sup>th</sup>, 2021.

#### **Article 4 : Notification of winners**

At the end of the second round, on September 20<sup>th</sup>, 2021 and after receiving the videos from the selected Participants, one member of the Organizing Company will select 3 of these videos for each category, for each country and will send this selection to an international Jury.

The international Jury is selected by Ceva and composed by 6 feline experts and/or feline influencers, coming from different countries.

The Jury members will then select 1 video-story for each category and for each country on October 26th, 2021.

During this period of time, the Jury will also select the International Award of each category.

The country winner of each category will be announced on the website on October 29th, 2021.

Winners of each category of each country will give interviews (filmed, recorded or written) to the Organizing Company to tell their story.

The International award for each category will be announced on November 25th, 2021, during the award celebration.

**Jury "obligation":**

The Jury will participate in 2 meetings of 1.30 hours each to discuss the selection, in September 2021. and review the videos coming from all countries, preselected (3 per category per country)

The Jury will join the event , for 2 hours, on the 25th nov 2021 (precise time to be announced in September)

The Jury will hand out the national award virtually or in face to face if possible.

The award celebration , if not virtual, will be organized in a place easy to join (close to an international airport).

If the celebration can be physical, the time required will be half-a-day.

The Jury members using social media accounts will be asked to share at least 4 posts:

- 1 post in May/June to ask people to join the award and participate
- 1 post in July to remind people to vote for their favorite stories
- 1 post in October to highlight the event to come and present the Jury members
- 1 post 1 week after the event with the winners

**Article 5 : Prizes**

For the UK winners:

The winner of the Cat Parent category will win:

- a year's supply of FELIWAY Optimum.
- a 1:1 Virtual Cat Behaviourist session.
- a £100 Pets at Home Voucher.

The winner of the Cat Professional category will win:

- A year's supply of FELIWAY Optimum for in practice use or personal at home

- use.
- a £200 voucher for a retailer of their choice.

For international prizes:

- Cat Parent winner will receive:
  - a sum of £2,000. The International prize is valued at €2,500. Should an entry from the UK be the winner of the international prize the value will be converted to GBP and valued at no less than £2,000.
  - a cat-shaped trophy with the FELIWAY brand and the date of the award (unit value: not for sale)
- Cat professional winner will receive:
  - 2 hour call with a feline expert (from our panel of experts)
  - a cat-shaped trophy with the FELIWAY brand and the date of the award (unit value: not for sale)

The value of the Prizes is determined at the time the Regulation is drafted and cannot be contested as to their evaluation. All expenses incurred after the game, in particular for the maintenance and use of these prizes, shall be borne entirely by the winner.

The Organizing Company reserves the right to replace the Prize won by a prize of the same value and/or with similar characteristics, without this giving rise to any claim. Any photographs representing "the Prize" are exclusively for illustrative purposes and are not contractual.

The Prize is not exchangeable and may not under any circumstances be the object of payment of its value in currency or currency of any kind. It is specified that the Organizing Company will not provide any service or guarantee, the winnings consisting solely of the delivery of the prize provided above. The Organizing Company shall not be held responsible for the use of the prize by the winner.

## **Article 6 : Terms for awarding the prizes**

The winner of each category will be contacted by email and be given 10 days to respond. Should we be unable to contact the winner after this time, another winner will be selected.

The years supply of FELIWAY Optimum (x 4 diffusers and x 2 plug in packs) will be delivered via registered mail within 30 days of confirmation of the winners address.

A 1:1 Virtual Cat Behaviourist session will be arranged by the Behaviourist at a convenient time for both the winner and the Behaviourist and will last 1 hour.

The £100 Pets at Home Voucher will be sent via registered mail, Pets at Home Gift vouchers cannot be used online but can still be redeemed in-store or at the Groom Room (but excluding the Vet Group).

The international prizes will be sent within 1 month of the winner's announcement by Colissimo or by carrier to the postal address indicated by the winner.

If the email address provided by the Participant is incorrect or does not correspond to that of the winner, or if for any other reason related to technical problems that do not allow the information email to be sent correctly, the Organizing Company shall not be held liable under any circumstances. Similarly, it is not the responsibility of the Organizing Company to search for the contact information of winners who cannot be reached due to an invalid or illegible email address, or an incorrect mailing address.

Winners who cannot be reached, or who do not respond within 10 days to provide their postal address necessary for the shipment of the prizes, may not claim any prize, compensation or indemnity of any kind.

#### **Article 7 : Reimbursement of the expenses**

Participation in the Contest is at the charge of the Participants. Given the current state of service and technology, a large proportion of Internet service providers offer free or flat-rate connections to Internet users, it is expressly agreed that any access to the Internet or to the Participant's mailbox on a free or flat-rate basis (such as a connection by cable, ADSL or specialized connection) shall not give rise to any reimbursement, insofar as the subscription to the services of the access provider is in this case contracted by the Internet user for his or her use of the Internet in general and that the fact that the Participant connects to the Internet or to his or her mailbox in order to consult it does not cause him or her any additional costs or expenses.

#### **Article 8 : Copyright and Terms of use**

8.1 For the purposes of the Contest, text(s), picture(s) and video(s) (hereinafter referred to as the "Visuals") will be submitted in the participation file. By entering the Contest, the Participants expressly grant to the Organizing Company and its affiliates a worldwide, non-exclusive, five (5) years, royalty free license to use, reproduce, adapt, distribute and/or exploit the said Visuals for their own purposes, by all processes, on all media, and particularly on the Internet and social networks.

More specifically, the Participant grants to the Organizing Company:

- (i) the right of use and commercial exploitation, in all forms, even unforeseen or not foreseeable as of the beginning of the Contest;

- (ii) the right of reproduction by all means and on all media, known or unknown as of the date of the beginning of the Contest;
- (iii) the right of representation by any process, known and unknown as of the beginning of the Contest;
- (iv) the right to modify, adapt, translate, update, add, delete all or part of the Visuals for any media known or unknown as of the beginning of the Contest;
- (v) the right to assign all or part of the Visuals and in particular to grant to any third party all reproduction, distribution, dissemination, marketing contracts, in whatever form, whatever medium and by any means whatsoever for a consideration or for free;

8.2 The Participants represent that they are the author of the Visuals submitted and/or that they hold all intellectual property rights over them. They warrant to the Organizing Company that the Visuals are copyright-free and do not infringe on the privacy and/or image rights of a third party.

More specifically, the Participants represent that any person featured in the Visuals or who might have any right whatsoever as regards the Visuals and their use, whether in particular under intellectual property rights (copyright or related rights, trademark rights, etc.) or personality rights (in particular, image rights, right to privacy, etc.) will not be entitled to make any claims against the Organizing Company as regards the uses provided for herein.

The Organizing Company shall therefore not be held liable in this regard and the Participants undertake to bear all costs related to any action as well as any sentences pronounced, in the event of a claim or proceedings brought against the Organizing Company by reason of infringing the third parties rights.

8.3 The Participants also acknowledge that the Organizing Company cannot warrant that any further diffusion of these Visuals will be subject to its supervision and control. The Participant therefore holds the Organizing Company and its affiliates harmless from any liability in this regard.

The Participants hereby expressly waive and release any and all claims, actions or otherwise against the Organizing Company as regards the unauthorized diffusion and/or use of the Visuals by any third party.

## **Article 9 : Personal data**

The Organizing Company collects the personal data of the Participants in the context of the Contest (in particular the contact details of the winners).

The personal data collected is intended solely for the use of the Organizing Company in the context of the Contest and the awarding of the prize to the winners.

This data is kept for the time necessary for the purpose of processing, i.e. up to 3 months after the end of the Contest.

The Organizing Company authorised by the Participants to communicate their data to subcontractors and/or service providers exclusively for the purposes of managing the Contest.

In accordance with the Regulations on personal data, Participants have the right to access, rectify, limit the processing and portability of their data.

Participants may also object to the processing, withdraw their consent and request the deletion of their data.

Participants who object to the processing, withdraw their consent or request the deletion of their data before the end of the game shall be deemed to have waived their participation.

Participants may exercise this right by writing to: [privacycompliance@ceva.com](mailto:privacycompliance@ceva.com) . In the event of a complaint that is not resolved directly with Ceva Santé Animale, participants may contact the CNIL (<https://www.cnil.fr/fr/plaintes>).

For more information, you can consult our policy on the protection of personal data at the following address:

<https://www.ceva.co.uk/Footer-links/Privacy-policy#privacy>

## **Article 10 : Liability**

The Organizing Company has the right to shorten, extend or cancel this Contest if circumstances, in particular related to the sanitary crisis, require so. Likewise, the dates that are provided herein can also be modified. It shall not be held liable in this regard.

The Participant acknowledges and accepts that the sole obligation of the Organizing Company under the Contest is to register the participants' entries, provided that these entries comply with the terms and conditions of these rules, and to award the Prizes to the winners, according to the criteria and procedures defined in these rules.

The Organizing Company shall not be held responsible, without this list being exhaustive, for any technical, hardware or software failure of any kind whatsoever, the risks of contamination by any viruses circulating on the network and the lack of protection of certain data against possible misappropriation.

Participation in the Contest implies knowledge and acceptance of the characteristics and limits of the Internet as regards technical performance, response times for consulting, questioning or transferring information.

The Organizing Company shall not be held liable for any incident or accident that may occur during the use and/or enjoyment of the prize won.



## **Article 11 : Compliance and Dispute Resolution**

11.1. Participation in this Contest implies express and unreserved acceptance of this regulation in its entirety. Participation in the Contest implies a loyal attitude, meaning absolute respect for the rules and rights of other participants.

Participants are prohibited from implementing or seeking to implement any participation process that does not strictly comply with the principles of the Contest and this regulation.

The Organizing Company reserves the right to exclude from the Contest any person who does not fully comply with this regulation and to prosecute anyone who attempts to defraud or interfere with the proper conduct of the Contest

11.2. The Organizing Company may decide to cancel the Contest if it appears that obvious fraud has occurred in any form whatsoever, in particular in a computerized manner in the context of participation in the Contest or the determination of the winners.

The Organizing Company reserves the right to carry out any verification to ensure compliance with this article as well as with the regulation as a whole, in particular to remove any Participant who has committed any abuse or attempted fraud.

It is agreed that the data contained in the Organizing Company's information systems have evidentiary force with respect to the connection elements and information resulting from computer processing relating to the Contest organized by the Organizing Company.

11.3 Any difficulty in applying or interpreting the regulation will be decided exclusively by the Organizing Company. No telephone request or claim concerning the application or interpretation of these rules will be answered.

11.4. This regulation is governed by French law. Any dispute arising out of or relating to this Contest, shall be irrevocably and unconditionally submitted to the exclusive jurisdiction of the territorially competent courts.

## **Article 12 : Consultation of the Regulation**

The present Regulation may be consulted at FELIWAY 25 Award page between 01/06/2021 and 31/12/2021.

A copy of the regulation may also be sent free of charge to any person who makes a written request by e-mail to the address [cevauk@ceva.com](mailto:cevauk@ceva.com)

Done at London, this 1st June 2021.