

CONTEST « Win a real diamond » OFFICIAL RULES

ARTICLE 1: ORGANISING COMPANY AND PURPOSE

IELLO, a French simplified joint stock company with a capital of 600 000 €, recorded in the Register of Companies of NANCY under n° B 478 339 617, whose registered office is at 9, avenue des Erables Heillecourt (54180), represented by Mr. Cédric BARBÉ and Mr. Patrice BOULET, respectively for the Presidency and the General Management (hereinafter « IELLO »), is organising, in connection with the release of the new edition of its game Diamant in 2024 (hereinafter « the New Edition »), a contest entitled « Win a real Diamond» (hereinafter « the Contest »).

IELLO is organising the Contest in partnership with the company « **Oryan Art of the Game LTD. An Israeli company no. 515968303** whose registered office is at 17 Shmaryahu Levin st., Tel Aviv, Israel » (hereinafter « the Partner »).

ARTICLE 2: CONDITIONS OF PARTICIPATION

Participation in the Contest is open to all persons over 18 years old residing in Israel.

Persons who have participated directly or indirectly in the preparation of the Contest, as well as members of their families, are excluded.

Participation by any resident of a country other than Israel will not be taken into account.

Participation in the Contest implies full and unreserved acceptance of these rules (hereinafter « the Rules »).

Any practical difficulties of interpretation or application will be settled by IELLO according to its sole discretion.

Apart from requests regarding the Rules or for the rectification of the participant's personal data, no written or telephone request concerning the operation of the Contest will be answered.

ARTICLE 3: ACCESS TO THE CONTEST AND DURATION

3.1. Participation in the Contest is open from April 1st 2024 to December 31st 2026 included.

The dates and times mentioned in the Rules refer to dates and times in mainland France.

Participation in the Contest requires the purchase of at least one copy of the New Edition during the Contest Period.

IELLO reserves the right to postpone, modify, cancel, extend or renew the Contest.

3.2. The Contest is announced via the following media:

- A sticker on the box of the New Edition ;

- IELLO's social networks and its website accessible via the following link : iellogames.com ;
- The Partner's social networks and other local means of dissemination.

ARTICLE 4: PRINCIPLES OF THE CONTEST AND TERMS OF PARTICIPATION

To take part in the Contest, each participant must purchase at least one sticker copy of the New Edition from April 1st 2024 to December 31st 2026 included.

Participation must be made directly by the person participating in the Contest. Any automated or third-party participation will therefore not be accepted. Identities created solely for the purpose of altering, falsifying, or manipulating any Contest-related parameters, as well as fraudulent participation in any other form, are prohibited and will not be accepted.

On all copies with a sticker sold of the New Edition in Israël, 3 contain a golden ticket, which entitles them to the prize as defined in Article 6 of the Rules.

Unstickered copies of the New Edition are not eligible to participate in the Contest, as they do not contain a golden ticket.

ARTICLE 5: DESIGNATION OF WINNERS

Participants who have found a golden ticket in their copy of the New Edition must send an email to IELLO no later than December 31st 2026 at the following address: customer.care@iello.fr.

The email must contain the following information:

- a photo of the golden ticket ;
- a proof of purchase of the copy of the New Edition ;
- the unique code written on his golden ticket ;
- if the winner wishes to receive the prize in 0.2 carat diamonds or IELLO/the Partner Games ;
- Personal information: their surname, first name, postal address to which the prize will be sent, email address and telephone number.

Winners must provide IELLO with the information listed above.

If a winner's information is incomplete, inaccurate, received after the deadline, and if the winner does not sign/provide other documents required to prove his/her identity in case they are asked to do so, these will be considered void and will not be taken into account. The prize will then be forfeited.

Information sent in a form other than that stated above will not be accepted.

At all times, winners are responsible for the accuracy of the information they have provided.

In addition, IELLO reserves the right to cancel the prize awarded to a winner who has not complied with the terms and conditions set out in the Rules.

ARTICLE 6: PRIZE

The prize offered to each of the winners is a 0.2 carat diamond **or** IELLO/the Partner games with a total value of 700 euros. The value of each game is based on the distributor's retail price, including VAT.

ARTICLE 7: CONDITIONS FOR TAKING POSSESSION OF THE PRIZE

7.1. The prizes may not be exchanged for other prizes, nor for their financial value if the winner indicates in his/her email that he/she wishes to receive the IELLO games, nor for any other goods or services, at the request of the winners.

7.2. The prize offered to the winner is nominative and may not be awarded to another person.

7.3. IELLO reserves the right to modify the prize at its discretion by another prize of equivalent or greater value.

ARTICLE 8: LIABILITY

IELLO shall not be held liable in the event of malfunctioning of the "Internet" network preventing the Contest from running smoothly, in particular due to external acts of malice.

ARTICLE 9: REIMBURSEMENT

Unavoidable costs incurred for participation in the Contest will not be reimbursed by IELLO (for example: internet connection costs, etc.).

ARTICLE 10: PERSONAL DATA

10.1. What are your personal data?

This article informs participants of the procedures for collecting and using their personal data and the options available to them in this respect.

Personal data is information that allows you to be identified as a natural person or to be recognised, directly or indirectly.

This includes a surname, first name, postal address, email address and telephone number.

When you take part in the Contest, you will be asked to provide personal data, for example by filling in the registration form.

Filling in this data is mandatory in order to participate in the Contest.

The purpose of this data is to:

- register you as a participant;
- contact you to inform you of your potential winnings in the Contest;
- to respond to any requests you may make.

10.2. Who may use your personal data?

Your personal data is collected by IELLO when you participate in the Contest. This data is intended for use by IELLO as the company responsible for processing, and may be communicated to third parties under certain conditions.

The participant's personal data may be passed on to any third party company that IELLO has appointed as a subcontractor to carry out on its behalf any of the services required for the proper running and organisation of the competition.

Third parties may only use personal data if the participant has agreed to this.

If the participant ticks a box offering to receive offers from IELLO's partners, or if he/she actively responds to any form of offer expressing his/her explicit wish to receive such offers, his/her data will be transmitted to the partner(s) in question, in order to enable them to send him/her offers of products or services, by e-mail or by SMS, where applicable.

Any previously agreed partner may send such offers to the participant until such time as the partner informs the participant, under the conditions described by the partner, that he/she no longer wishes to receive offers from the partner by e-mail or SMS, as applicable.

These partners are entirely responsible for the processing of personal data once they have been communicated to them with the participant's consent. It is their responsibility to comply with the law in force and to take into account the rights and possible requests of the participant.

In certain cases provided for by law, the participant's personal data may be transmitted to third parties legally entitled to access it upon specific request: judicial authority, administrative authority, Internet access provider, or a third party issuing a cookie recorded in the participant's terminal (an external advertising agency, another publisher, etc.).

The organising company may also be required to communicate personal data to third parties if such a measure is necessary to protect and/or defend the rights of the organising company as data controller, to ensure compliance with the present provisions, or to protect the rights and/or interests of the participant or those of the public, provided that this transmission is authorised by law.

In the event that all or part of IELLO is sold to a third party, the organising company reserves the right to transfer your information as a sold or assigned asset.

10.3. Access, modification, deletion of the participant's personal data

In accordance with the Data Protection Regulations, and within the limits set out in particular by Articles 12 to 22 of the RGPD:

- the participant has the right to ask ALETEIA for access to personal data concerning him/her, as well as the rectification or deletion of such data;
- He/she also has the right to object to the processing of his/her personal data, to request its limitation, and the right to the portability of the personal data provided.

Finally, he/she has the right to define general or specific directives concerning the fate of his/her personal data after his/her death.

They may exercise these rights by writing to the organising company at the following address: customer.care@iello.com

Withdrawal of consent does not compromise the lawfulness of the processing based on the consent given prior to such withdrawal.

If the participant is unable to access, modify or delete his/her information online, he/she may exercise his/her request by mail to the following address: IELLO SAS - 9 avenue des érables, lot 341, 54180, Hellecourt, France

In order to avoid any unauthorised access, modification or deletion or to avoid any identity theft, the participant must provide proof of his identity with his request as far as possible. If there is any doubt about his identity, he may be asked to provide a copy of an identity document.

Any abusive, manifestly unfounded or excessive request may be rejected.

The request must also specify the address to which the reply must be sent, failing which it will be sent to any address previously communicated to the organising company, where applicable. A reply will be sent to the applicant within 1 month of receipt of the request. This period may be extended by 2 months, taking into account the complexity or number of requests.

The partners of the organising company are responsible for the use they make of the participants' personal data and for taking into account their rights, including the right to no longer receive offers from them.

In the event of the deletion of the participants' personal data, the participants acknowledge that they will not be able to participate in the Contest or to receive any winnings from the Contest.

10.4. Duration of processing of personal data by IELLO

Participants' personal data is stored by IELLO and/or any service provider strictly for the purposes of running the Contest, and is kept for the time strictly necessary to achieve the purposes for which it was collected, in accordance with the regulations in force.

10.5. Processing and storage of personal data

Participants' personal data is processed by the organising company or its service providers on the territory of the European Union/France, Belgium and is not, as far as possible, transferred to third countries.

10.6. Who to contact regarding participants' data?

For all questions relating to participants' personal data, they may contact the Data Protection Officer who is authorised to deal with all issues relating to the protection of personal data. His contact details are as follows: customer.care@iello.com.

If you do not receive a satisfactory response to your request, you may lodge a complaint with the Commission Nationale de l'Informatique et des Libertés, which is the regulatory authority responsible for ensuring compliance with the regulations on the protection of personal data in France, directly on the website <https://www.cnil.fr/fr/agir> or by post at the following address: Commission Nationale de l'Informatique et des Libertés, 3 Place de Fontenoy - TSA 80715, 75334 PARIS CEDEX 07.

ARTICLE 11: COPY OF THE RULES

It is recalled that the simple fact of participating implies pure and simple acceptance of these rules.

A written copy of the rules is sent free of charge to any person who requests it. This request must be sent, by post only, to the following address: IELLO – « Win a real Diamond » – 9, avenue des Erables à Heillecourt (54180).

It is also possible to consult the rules on the website: iellogames.com.

No other oral request concerning the Contest will be answered.

ARTICLE 12: DISPUTES

These rules are subject to French law.

Any dispute or claim relating to the Contest, except for the reasons set out in article 10 of these rules, must be made in writing and cannot be taken into consideration after a period of one month from the closing date of the Contest.

Any practical difficulty in applying or interpreting these rules shall be decided by IELLO.

Any dispute arising in connection with the Contest shall be submitted to the competent French courts.