
Contest Rules: Instagram Contest - Lapland Ice Driving

2025 Free Instagram contest with no obligation to purchase

PREAMBLE

Drive and Travel SAS, share capital of €520,000.00, registered with the Evry Trade and Companies Register under number 87958092600019, whose registered office is located at 20 RUE GUSTAVE MADIOT, 91070 BONDOUFLE, hereinafter referred to as "the Organiser", is organising a free competition with no obligation to purchase on the social network Instagram.

These rules define the conditions of participation and the terms and conditions for awarding the prize. Participation in the competition implies full, complete and unreserved acceptance of these rules.

This Sweepstakes is in no way sponsored, endorsed, administered by, or associated with Instagram. Instagram is not responsible for any participants.

ARTICLE 1 – PURPOSE AND DESCRIPTION OF THE PRIZE

1.1 Form of the prize.

The purpose of the competition is to award **ONE (1) unique and indivisible prize** consisting of a two (2) consecutive days ice driving in Swedish Lapland, organised by the Organiser.

1.2 Services included in the package

The prize includes the following services for ONE (1) person:

a) Driving services:

- Two (2) days Performance Module ice driving
- (1) day: BMW M240i Driving (5 x 30-minute sessions)
- One (1) day: Alpine A110 Driving (5 sessions of 30 minutes)
- Instruction by a personal professional trainer
- Technical briefings and personalised debriefings
- Access to the entire driving centre
- Third party liability and property damage insurance (deductible included)

b) Logistics and services:

- Round-trip transfers from Arvidsjaur Airport
- Provision of a courtesy vehicle

- Access to the property's private lounges reserved for Lapland Ice Driving guests
- Concierge service during the stay
- Photo report of the experience
- Cocktails every evening

Value of the prize: FIVE THOUSAND NINE HUNDRED AND FORTY EUROS (€5,940) taxes included

1.3 Expressly excluded benefits

The winner remains the sole responsibility for:

- Round-trip air transport to Arvidsjaur (Sweden)
- Accommodation for three (3) nights
- Meals
- Any other service not expressly mentioned in Article 1.2

Estimated costs to be expected by the winner: of the order of 2,000 euros.

1.4 Conditions for use of the prize

The dates are fixed and cannot be changed:

- Saturday, January 10th, 2026

1.5 Sunday, January 11th, 2026

No postponement is possible.

The prize shall not be the object of:

- Dispute as to its nature or value
- Exchange for financial or other consideration
- Transfer to a third-party without the prior written consent of the Organiser
- Change or modification of the services

If the winner is unable to make him/herself available on the dates indicated, the prize will be put back into the game and will be the subject of a new draw, without the initial winner being able to claim any compensation.

ARTICLE 2 – CONDITIONS OF PARTICIPATION

2.1 General eligibility requirements

Any natural person who meets the following conditions may participate in the competition:

- a) **Age:** Be at least EIGHTEEN (18) years of age or older on the date of the draw
- b) **Instagram:** Have an active, registered public Instagram account
- c) **Driving licence:** Hold a valid category B driving licence at the time of the experience (mandatory on-site check)
- d) **Legal capacity:** Have full legal capacity or have written parental authorisation

2.2 Persons expressly excluded

The following may not participate in this competition:

- Members of the Organiser's staff and their direct families (spouse, children, descendants)
- Any person who has participated directly or indirectly in the organisation, design or management of the competition
- Justices, lawyers and service providers involved in the operation
- Any legal entity (companies, associations, etc.)

2.3 Method of participation

To validate their participation, the participant must necessarily complete the THREE (3) following actions:

1. **Follow** the official Instagram account@lapland_ice_driving
2. **Like** (“Like”) the official publication of the contest
3. **Comment** on the post by tagging two other different Instagram accounts

These three actions constitute a complete and valid entry.

Specific rules:

- Only one (1) entry per individual
- Only one (1) entry per Instagram account
- Entries only via comments, shares, mentions or private messages will not be considered
- Any Instagram account created specifically for the contest or with suspicious activity will be disqualified

2.4 Fraud prevention

All participation:

- Generated by automated processes (bots, scripts, robots)
- Made through multiple or fictitious accounts
- Using artificial methods to increase the chances of winning
- Constituting an attempt to manipulate the draw ...

...will result in the immediate and permanent exclusion of the participant, without notice or justification being given.

The Organiser reserves the right to carry out any verification it deems useful regarding the identity, age, address and genuine nature of the entries.

ARTICLE 3 – DURATION AND TIMETABLE OF THE COMPETITION

3.1 Entry Period

Opening date: Monday, December 8th, 2025 at 00:00 (Paris time, GMT+1)

Closing date: Monday, December 15th, 2025 at 11:59 p.m. (Paris time, GMT+1)

Any entries registered **before** the opening or **after** the closing will be automatically invalidated.

The applicable legal dates and times are those appearing on the Instagram and Organiser's servers.

3.2 Winner Determination

The draw for the winning ballot will be made by a sweepstake registration platform agent and will take place on Tuesday, December 16th, 2025. The result of this draw will be deposited with a justice of the peace.

This date may be postponed if one of the persons responsible for the operation designated above could not be made available on that day and a new date would then be set for the drawing of lots.

The result of the draw is final, irrevocable and without appeal.

ARTICLE 4 – DETERMINATION AND NOTIFICATION OF THE WINNER

4.1 Determination procedure

One (1) main winner and one (1) alternate winner will be randomly selected from all valid entries that comply with these rules.

The draw will be carried out randomly by computer according to a process guaranteeing equal chance for all participants.

4.2 Winner Notification

The main winner will be contacted via **Instagram private message** within a maximum of **SEVEN (7) calendar days** following the draw.

The notification message will embody:

- Confirmation of win
- Reminder of the exact nature of the prize
- Instructions for confirming acceptance of the prize
- Contact details of the Organiser
- Request for the necessary information (marital status, address, telephone, email)
- Documents to be provided (copy of driver's license, identity document)

4.3 Confirmation of acceptance of the prize

The winner has a period of **THREE (3) calendar days** from the notification to:

- Expressly confirm acceptance of the prize by return message
- Provide all required information and documents
- Confirm availability for January 10th and 11th, 2026

Should this period pass without a response, or in the event of refusal or unavailability of the winner, the prize will be automatically reallocated to the replacement winner according to the same procedure.

In the event of a new default, the Organiser reserves the right to proceed with a new draw or not to reallocate the prize, without this giving rise to any right to any claim whatsoever.

4.4 Actual delivery of the prize

The winner will receive an official confirmation by email including:

- Official Lapland Ice Driving Voucher
- Detailed logistical information
- Precise program of the two days
- Practical instructions (equipment, weather, health)
- Emergency Contacts

The winner agrees to show up on the dates, and at the places and times indicated. Any absence will result in the permanent loss of the prize without any possible compensation.

ARTICLE 5 – IMAGE RIGHTS AND USE OF DATA

5.1 Image Use Permission

By participating in the competition, the participant expressly authorises the Organiser to:

- Photograph and film** the participation in the driving experience
- Use, reproduce, portray and disseminate** image, voice and first name on all media and by all means currently known or unknown
- Utilise these elements** for advertising, promotional, editorial and commercial purposes for a period of **FIVE (5) years** from the delivery of the prize

Media (non-exhaustive list):

- Website www.lapland-ice-driving.com
- Social media (Instagram, Facebook, YouTube, LinkedIn, TikTok, etc.)
- Brochures and paper marketing materials
- Digital advertising campaigns
- Newsletter and email communications
- Reports and press articles
- Promotional Videos

Territories: Worldwide, without geographical limitations.

5.2 Operating Procedures

The Organiser undertakes to use the winner's image in a respectful manner, in a rewarding context and in direct connection with the activity of driving on ice.

The winner acknowledges that this authorisation is **granted free of charge and will not give rise to any remuneration, financial compensation or copyright**, the prize being the only consideration.

5.3 Right of withdrawal

In accordance with the provisions relating to image rights, the winner may revoke this authorisation at any time by registered letter with acknowledgement of receipt addressed to the Organiser.

However, this revocation:

- Will only be applicable for future use
- Will not result in the removal of content that was already posted prior to notification
- Will not be eligible for compensation
- Will not affect the awarding and use of the prize won in any way

5.4 Personal data and GDPR

The personal information collected in the context of the competition is subject to computer processing intended exclusively for:

- The management of the competition
- The allocation of the prize
- Communication with the winner
- Legal and regulatory obligations

Data controller:

Drive and Travel

20 Rue Gustave Madiot, 91070 Bondoufle

Email: info@lapland-ice-driving.com

Data collected:

- Marital status (surname, first name)
- Contact details (email, telephone, postal address)
- Instagram handle
- Copy of driver's license
- Copy of ID

Retention period:

The data is kept for THREE (3) years from the end of the competition, unless there is a legal obligation to extend this.

Participants' rights:

In accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act, each participant has the following rights:

- **Right of access:** obtain confirmation of the processing of your data and receive a copy of it
- **Right to rectification:** correct inaccurate or incomplete data
- **Right to deletion:** cause the deletion of their data (except in the case of legal obligations)
- **Right to object:** object to the processing of your data for legitimate reasons
- **Right to restriction:** request a temporary freeze on processing
- **Right to portability (transfer):** retrieving your data in a structured format

Exercising the rights:

Request to be sent by email to: info@lapland-ice-driving.com

Or by post to the address of the registered office, accompanied by a copy of identity document.

The Organiser undertakes to respond within a maximum of ONE (1) month.

Complaint:

In the event of complaint, the participant may lodge such complaint with the Commission Nationale de l'Informatique et des Libertés (CNIL) – 3 Place de Fontenoy, 75007 PARIS – www.cnil.fr

Participants may request not to be included or to be removed from the file at any time, they will have the right to access, rectify and delete data concerning them on request to the address of the game in accordance with the Data Protection Act of 6 January 1978, amended by Law No. 2004-801 of 6 August 2004 on the protection of natural persons and the General Data Protection Regulation (GDPR) with regard to the processing of personal data and Decree No. 2005-1309 of 20th October 2005.

Persons who exercise the right to delete their data before the end of the competition will be deemed to have withdrawn their participation.

Any request must be sent by post to the address of the organiser mentioned in article 1.

The personal data collected by the organising company (surname, first name, postal address and email address of the participants, etc.) when participating in the competition are only collected and processed for the purpose of ensuring the organisation and smooth running of the competition and in particular the awarding of prizes.

In accordance with its privacy policy https://www.lapland-ice-driving.com/wp-content/uploads/2025/09/Politique_de_confidentialite.pdf, the Organising Company may communicate the personal data of each participant to the judicial authorities in order to respond to an injunction or other request from such authorities.

ARTICLE 6 – MEDICAL AND SAFETY CONDITIONS

6.1 Physical fitness

The activity of driving on ice requires a physical condition compatible with the practice of motor sport.

The winner certifies on their honour:

- Not to have any medical contraindications to the practice of motor sports driving
- Not to suffer from an incompatible cardiac, neurological or physical pathology
- Not to be on medication affecting driving abilities
- Not to be pregnant at the time of the experience

In case of doubt, the winner undertakes to consult a doctor beforehand and to provide a certificate of fitness if requested by the Organiser.

6.2 Alcohol and substance use

The consumption of alcohol or illegal substances is strictly prohibited during the driving days.

Any participant showing signs of intoxication will be refused **access to the vehicles** without the right to reimbursement or compensation.

6.3 Compliance with safety instructions

The winner agrees to:

- Strictly follow the instructions of the instructors
- Respect the site's internal rules
- Behave responsibly and respectfully

Any serious breach of the safety rules will result in immediate exclusion without any potential compensation.

ARTICLE 7 – LIABILITY AND INSURANCE

7.1 Limitation of Organiser's Liability

The Organiser cannot be held responsible for:

a) Force majeure:

- Extreme weather conditions making the activity unsafe
- Natural disaster, epidemic, pandemic
- Armed conflict, terrorist acts, riots
- General transport strike
- Administrative decision prohibiting the activity
- Any unforeseeable, overwhelming and external event

In the event of force majeure, the Organiser will propose a postponement date as far as is possible. Otherwise, the prize will be considered null and void without compensation.

b) Technical malfunctions:

- Internet or Instagram interruption, default, or failure
- Computer bugs, viruses, hacking
- Loss or alteration of participant data

c) Reasons attributable to the winner:

- No-show on scheduled dates
- Delay preventing participation
- Failure to comply with safety instructions
- Lack of a valid driver's license
- Health incompatible with the activity
- Inappropriate or unsafe behaviour

7.2 Liability insurance

The Organiser has taken out liability insurance covering its professional activity with Generali.

This insurance covers bodily injury and property damage caused to participants in the normal course of the activity.

7.3 Winner's insurance

The winner is strongly advised to take out:

- Trip cancellation/interruption insurance
- Repatriation insurance

- Personal civil liability insurance

These insurances remain the sole responsibility of the winner and are his or her personal responsibility.

ARTICLE 8 – CONSULTATION AND FILING OF THE REGULATIONS

8.1 Legal filing

This Regulation is filed at the offices of:

Maître Stéphane Doniol
Justice of the Peace
7 rue Jean Jaurès
77410 CLAYE SOUILLY
Tel.: 01.60.26.00.35

An original copy of the rules, initialled and signed, is kept by the Justice for the duration of the competition and archived in accordance with legal obligations.

8.2 Public consultation

The complete rules are available free of charge and at all times for the duration of the competition:

Online: <https://www.lapland-ice-driving.com/reglement-concours-2025> and at <http://www.depotjeux.com/>

On-site: By written request to the address of the head office

Any person may obtain a copy by post by sending their application accompanied by a stamped envelope with their name and address.

8.3 Amendment of the regulations

The Organiser reserves the right to modify these rules at any time for legal, technical or operational reasons, subject to:

- Filing of the amendment beforehand with Maître DONIOL
- Publishing the change on the website
- Informing participants who have already registered by Instagram message

Any participant who refuses the modification must cease his or her participation.

Continued participation after publication of the amendment will constitute acceptance of the new provisions. No changes may be made after the closing of the participations.

ARTICLE 9 – FRAUD AND COMPLAINTS

9.1 Fraud detection and penalties

The Organiser reserves the right to:

- Verify the accuracy of the information provided
- Ask for any necessary proof (identity, age, driving licence)
- Exclude any participant whose participation is irregular or fraudulent
- Cancel the prize in the event of proven fraud, even after the prize has been handed over

Fraudulently obtained winnings may be the subject of an action for recovery.

9.2 Complaints

Any complaint relating to the competition must be sent by registered letter with acknowledgement of receipt within **FIFTEEN (15) days** of the date of the draw, to the following address:

Drive And Travel

Communication & Marketing Department
20 Rue Gustave Madiot, 91070 Bondoufle

After this period, no complaints will be considered

The Organiser undertakes to respond within a reasonable time and to seek an amicable solution.

ARTICLE 10 – FINAL PROVISIONS

10.1 Governing Law

These regulations are subject exclusively to **French law**.

Participants are deemed to be aware of and accept the French laws and regulations in force relating to competitions, in particular:

- Consumer Code
- Regulation (EU) 2016/679 (GDPR)
- Law No. 78-17 of 6 January 1978 relating to information technology, files and civil liberties

10.2 Language of the rules

These rules are written in French. In the event of a translation, only the French version shall prevail and take precedence in the event of a dispute.

10.3 Partial invalidity

If one or more provisions of this Regulation are declared null and void or unenforceable by a competent court, the other provisions shall retain their full force and scope.

10.4 Dispute Resolution

Mandatory amicable phase:

In the event of a dispute, the parties undertake to seek an amicable solution before any litigation is taken.

Jurisdiction:

In the absence of an amicable resolution, **any dispute relating to the interpretation, execution or validity of these rules shall be subject to the exclusive jurisdiction of the Court.**