



Lawful comparison — the Code's conditions

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Comparative advertising is lawful in France. It is its conditions that are regulated, and the agent holds them.**

The three conditions of lawfulness — art. L122-1, French Consumer Code

Condition	What the agent produces to hold it
Not misleading or liable to mislead	Every claim backed by a dated source
Concerning goods or services meeting the same needs	Comparison limited to equivalent offers, scope written out
Objectively comparing essential, relevant, verifiable and representative features	Feature-by-feature comparison, source cited IN the proposal

What the Code additionally forbids — art. L122-2

LINDBERGH FORMATION — a simplified joint-stock company with share capital of €250,000 · Registered office: 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114 · SIRET 817 946 114 00029 · VAT FR 60 817 946 114 · "Blue Lemon Agent" trade mark · Training-provider registration no. 119 108 635 91 (Île-de-France prefect — this registration does not amount to State approval) · Qualiopi certified, no. 03896, for the "training actions" category · contact@bluelemonagent.ai · dpo@bluelemonagent.ai · Hosted in France.

Prohibition	Example of blocked wording
Unduly taking advantage of a competitor's reputation	Using their name as the main argument
Causing discredit or disparagement	"Their support is less responsive", "they subcontract"

Such wordings are **unverifiable**, therefore outside the conditions. **Disparagement turns against whoever writes it, including when it is true.**

What is written instead when the source is missing

Replacement	Verifiable by whom?
A contractual lead time	Your contract
A written on-call commitment	Your undertaking
A certification in force	The certifying body

It is shorter, and it survives a reading by their lawyer.

Public sources accepted for a comparison

Source	Dated?	Cited in the proposal?
Competitor's public documentation	Yes	Yes
Published price list	Yes	Yes
Official specification or standard	Yes	Yes

For the company to settle

Features retained for comparisons: _____

Person approving a comparison before sending: _____

Scope of this document: the service operated by Blue Lemon Agent. For an agent deployed at your premises, the applicable location is that of the architecture set out in the quotation and verified before commissioning; local execution is announced only for the configuration explicitly described and accepted in the quotation; the applicable isolation depends on the deployment mode set out in the quotation, no dedicated isolation being presumed; the encryption mechanisms in transit and at rest, their components and key management are those documented for the architecture chosen; roles and permissions are configured and accepted for the identities and systems actually connected; the events logged, their content, their retention period and who may access them are defined for the deployment chosen.