# Lawful comparison — the Code's conditions

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

Document issued on 09/11/2026

Fictional document

> **Fictional document — demonstration example**
> This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

> **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

| 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: _____



LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
Legal notice (in French): bluelemonagent.ai/mentions-legales

Person approving a comparison before sending: _____

**Request a demo with your own documents**

This document is a fictitious example. To see the agent work on your own documents, request a demo from its page.
https://bluelemonagent.ai/en/entreprises/cas-usage/agent-de-propositions-commerciales

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.