



PRIVACY NOTICE

In compliance with article 13 of EU Regulation no. 2016/679 ("GDPR") this Privacy Notice is provided to you in order to describe how Ferrari S.p.A ("Ferrari", "we", "us", "our") collects and process your personal data, how Ferrari uses this personal data, with whom Ferrari share your personal data and your choices and rights. Capitalized terms not specifically defined in the present Privacy Notice shall have the same meaning as in the GDPR.

1. DATA CONTROLLER AND DATA PROTECTION OFFICER

The Data Controller is Ferrari S.p.A., with registered office at Via Emilia Est, n. 1163, Modena, Italy.

You, as Data Subject, may contact Ferrari Data Protection Officer at the e-mail address privacy@ferrari.com.

2. TYPER OF PERSONAL DATA PROCESSED

The Data processed by Ferrari are collected directly from you, as Data Subject. The types of Data that Ferrari collects, only for the purposes detailed below, are:

- personal identification data (first and last name, date of birth);
- contact details (e-mail address).

3. PURPOSE AND METHODS OF DATA PROCESSING

The Data you voluntarily provide to Ferrari will be used:

- i) the registration to receive Ferrari gaming newsletter;
- ii) if you opt-in by providing your express consent, and if you are above the age of 18, Ferrari will collect and use your Personal Data (such as name, date of birth and email address) to send you marketing communications as well as sending advertising on Ferrari products, services, events, new collections or performing market researches (*direct marketing*) as well as on Ferrari's commercial partners' products, which may belong to different product categories (e.g. companies operating in the oil, automotive, IT sectors, etc.) (*indirect marketing*);
- iii) if you opt-in by providing your express consent, and if you are above the age of 18, Ferrari will use your personal data to analyze your behaviors, habits and propensity to consume to enhance customer experience and to improve products and services provided by the Ferrari, to satisfy your expectations as well as to send you marketing communications we feel may be of interest to you. In doing so, Ferrari will analyze your preferences and interests using automated analysis techniques that provide Ferrari with inferences concerning you, including profiling.

The processing of the Data for each of the above purposes may be carried out by paper, automated or electronic means including mail or e-mail, telephone (e.g. SMS) and other means (e.g. websites, mobile apps), with logic strictly related to the purposes and, in any case, in such a way as to guarantee the protection, confidentiality and security of the Data.

4. LEGAL BASES OF DATA PROCESSING

The legal bases for the processing of Data are prescribed:

- 1) with respect to your registration to Ferrari gaming services on PUBG Mobile application and the related confirmation e-mail referred to under points 3(i) by Article 6 (1) (b) of the GDPR, i.e. the performance of a service requested by you;
- 2) with respect to the purposes referred to in points 3(iii) and 3(iii), by Article 6 (1) (a) of the GDPR i.e. your consent.

5. CONSEQUENCES OF FAILURE TO PROVIDE DATA

The provision of the Data is never mandatory. However, failure to provide the Data for the purposes detailed under points 3(i) may result in the impossibility for Ferrari to send you Ferrari gaming newsletter, as well as the impossibility for Ferrari to fulfil its obligations arising from the relationship with you. The failure to provide the Data for the purposes under points 3(ii) and 3(iii) will not prevent you from receive Ferrari gaming newsletter.

6. OTHER PERSONS WHO MAY PROCESS THE DATA OR WHO MAY BECOME AWARE OF THE DATA

Ferrari will collect and process your Data as sole Data Controller for the purposes detailed above, through Data Processor specifically named by Ferrari to the said purposes. Therefore, your Data will be accessed and processed only by Ferrari and authorized Ferrari Data Processor managing the registration page for the described newsletter subscription.

Within Ferrari, your identifying data may be known by shareholders, members of the board of directors or other administrative bodies, members of the board of auditors, auditors, corporate staff, particularly employees of the Commercial and Marketing Department, the Technical Assistance Service, and, in any case, persons authorized to process the data in the exercise of their functions. In pursuing the above purposes, Ferrari may also use the following categories of subjects, who may likewise become aware of the identifying data: parent companies, subsidiaries, and/or affiliates; qualified entities that provide Ferrari with services or performances such as suppliers and subcontractors; consultants who assist Ferrari in various capacities, particularly with regard to legal, tax, social security, accounting, and organizational aspects; any other subject to whom the data must be communicated based on an express legal provision. Your data may be communicated to third parties to comply with a legal obligation, to execute orders from Public Authorities, or to exercise Ferrari's rights in legal proceedings. Your data will not otherwise be disseminated.

7. TRANSFER OF DATA OUTSIDE THE EUROPEAN ECONOMIC AREA

Within its contractual relations, Ferrari may transfer personal data to countries outside of the European Economic Area ("EEA"). In the event personal data is transferred outside of the EEA, Ferrari will use appropriate contractual measures to guarantee an adequate protection of personal data, including implementation of agreements based on the standard contractual clauses adopted by the EU Commission.

8. DATA RETENTION



The Data processed for the purposes referred to in points 3(i) of the Privacy Notice will be retained by Ferrari for period necessary to achieve such purposes (e.g. allowing you to complete the registration and send you Ferrari gaming newsletter). The Data processed for the purposes referred to in points 3(ii) and 3(iii) of the Privacy Notice will be retained by Ferrari until the withdrawal of the consent. In the event that your consent is withdrawn, the Data can no longer be processed for the purposes referred to in points 3(ii) and 3(iii) of the Privacy Notice but may still be retained by Ferrari in order to manage any disputes and/or litigation as well as any requests from Competent Authorities.

9. YOUR RIGHTS

You, as Data Subject, may exercise the following rights at any time:

1. right of access, i.e. the right to obtain from Ferrari the confirmation that the Data is or is not being processed and, in this case, to obtain access thereto;
2. right of rectification and erasure, i.e. the right to obtain the rectification of inaccurate Data and/or the integration of incomplete Data or the erasure of the Data for legitimate reasons;
3. the right to restriction of processing, i.e. the right to request the suspension of processing where there are legitimate reasons for doing so;
4. the right to data portability, i.e. the right to receive the Data in a structured, commonly used and readable format, as well as the right to transmit the Data to another data controller;
5. right to object, i.e. the right to object to the processing of Data where there are legitimate grounds, including the processing of Data for marketing and profiling purposes, if any;
6. the right to file a complaint to the competent data protection authority in case of unlawful processing of the Data.

You can exercise the rights listed above by writing via registered mail to Ferrari S.p.A., via Abetone Inferiore 4, 41053 Maranello (MO), Italy or via e-mail to the e-mail address privacy@ferrari.com or using Ferrari's [interactive privacy webform](#).