



**PIRELLI DEUTSCHLAND GmbH**

**PIRELLI DEUTSCHLAND GmbH**

Höchster Straße 48 – 60  
64747 Breuberg, Germany.

Hockenheim 3-4 June 2021

PIRELLI DEUTSCHLAND GmbH  
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**SUBJECT: CONSENT TO USE YOUR IMAGES**

Dear Mr/Ms \_\_\_\_\_,

We refer to the videos and/or photos to be taken and/or commissioned by our company at the P ZERO EXPERIENCE on 3-4 June 2021 at the Hockenheimring in Baden-Württemberg (the "Event"), which could include your image (said videos and photos hereinafter referred to as the "Material").

As your images will or should appear in the Material, the following is agreed:

**A. Permission to use your images**

1 . In accordance with German law, in particular copyright law, you irrevocably authorise our company to

- i) use your image as part of the Material; and
- ii) use the Material in which you are depicted as part of and for the purposes of our company's institutional and/or promotional communication activities in connection with the Event by any means and through any channels (including, without limitation, the Pirelli website [www.pirelli.com](http://www.pirelli.com), [www.pirelli.de](http://www.pirelli.de), the Pirelli Intranet, the Pirelli Foundation website and the Pirelli and Pirelli Foundation social media channels), without any restrictions in terms of time or place or limitations on the number of publications. Any other use of the Material in which you are depicted for commercial purposes (i.e. in direct connection with products and/or services of our company and/or other companies of the Pirelli Group) is excluded and prohibited.

**B. Data protection declaration ex Art. 13 of EU Regulation no. 679/2016 - General Data Protection Regulation (GDPR)**

2. Your personal data, including your images, will be processed by our company as data controller for the purposes specified in paragraph A.1. This data processing, including the publication or dissemination of the Material in which you are depicted through the communication channels set out above, will take place on the basis of this agreement and on the basis of the irrevocable consent you give us to use the images above for the purposes and activities set out in paragraph A.1. The aforementioned personal data will be processed by our authorised personnel and stored in our electronic filing system for the entire duration of the storage of the Material, which also contains images depicting you. We may also share your personal data with Pirelli & C. S.p.A. and/or Pirelli Tyre S.p.A. in order to pursue legitimate interests in connection with the performance of technical and organisational activities for the purposes described in Section A.1.

3 . We would like to remind you that it is entirely up to you whether to transfer your personal data for the above-mentioned purposes or not. However, if you decline to provide your data, we are not permitted to enter into this agreement and publish and/or use the Material in which you are depicted.

4. You are entitled to exercise the rights granted to you in accordance with Article 15 et seq. GDPR at any time

(e.g. to ask the data controller to give you access to your personal data and to correct it if it is erroneous, erase it or restrict its processing if the conditions for doing so are met, or object to the legitimate interests pursued by the data controller for reasons relating to your particular situation) by writing to the following email address: **privacy.dept.de@pirelli.com**

**C. Other provisions**

5. This agreement shall be governed by German law. In all disputes arising from or in connection with this agreement, the German courts in Frankfurt am Main have exclusive jurisdiction.

Please bring a printout of this declaration of consent, dated and signed by you, with you to the Event. You will find this document and all other relevant documents in your confirmation email.

For more information, please contact us:

Mobile: +43 664/60125102 Email: [pzeroexperience.germany@pirelli.com](mailto:pzeroexperience.germany@pirelli.com)

Opening hours: Mon - Fri 8 a.m. – 12 noon

Kind regards,

**Pirelli Germany / Your Pirelli Team**

I hereby acknowledge the terms of this agreement.

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Signature: \_\_\_\_\_