

PRIVACY POLICY – P ZERO™ EXPERIENCE ABU DHABI

APPLICABLE FOR USE IN THE UAE ONLY

Date of last update: [8 November] 2021

1. LEGAL INFORMATION

- 1.1. The privacy of your Personal Data (as defined in paragraph 2.2 of Section 2) is of the utmost importance to us. Pirelli is committed to protecting your Personal Data and respecting your privacy.
- 1.2. This privacy policy (the “**Privacy Policy**”) forms part of the terms and conditions (“**Terms and Conditions**”) of the P ZERO™ Experience Abu Dhabi (the “**Experience**”) organized by Abu Dhabi Motorsports Management (“**ADMM**”) to which Pirelli Tyre S.p.A., with registered offices at Viale Piero e Alberto Pirelli 25, 20126 Milan, Italy, Fiscal Code, VAT and Milan Business Registry Enrolment n. 07211330159 (hereinafter referred to as “**Pirelli**”, “**we**”, “**us**” or “**our**”, as appropriate) is providing marketing, branding, technical and administrative services and is designed to help you, the potential attendee (the “**Attendee**” or “**you**”) of the Experience, understand how we process your Personal Data and how we will treat it.
- 1.3. By actively clicking on “I AGREE”, you accept and explicitly consent to the terms of this Privacy Policy, you agree that you will abide by the terms of this Privacy Policy and that in providing us with any Personal Data, you are consenting to the use of your Personal Data as contemplated in this Privacy Policy.
- 1.4. If you do not want us to use your Personal Data for any of the purposes set out in this Privacy Policy, please do not provide us with your Personal Data.
- 1.5. Once you provide explicit consent to the processing of your Personal Data as set out in this Privacy Policy by selecting “I AGREE”, you may change your mind and withdraw consent at any time by contacting: privacy.dept@pirelli.com but that will not affect the lawfulness of any processing carried out before you withdraw your consent.
- 1.6. For the purposes of the applicable laws and regulations, Pirelli will act as the “**Controller**” of your Personal Data for the purposes detailed in Section 3 and will share your Personal Data in accordance with those purposes with specified third parties as detailed in Section 4. Pirelli will process your Personal Data fairly, lawfully and securely.

2. COLLECTION OF INFORMATION

- 2.1. For the purposes of providing marketing, branding, technical and administrative services to ADMM, the sole organiser of the Experience, we collect Personal Data under the applicable privacy and data protection related laws and regulations (including, but not limited to the laws and regulations of the United Arab Emirates (the “**UAE**”). We may “**Process**” different kinds of Personal Data about you in the manner set out in this Privacy Policy, including collecting, using, storing, erasing and transferring your Personal Data.

Information you provide to us

- 2.2. By registering your interest for the Experience, through filling in forms or by corresponding with us via your mobile device, by post, phone, email, or otherwise, you may be requested to provide to us, or we may collect from you, certain personal data or personal

information about you and your mobile device from which you can be identified (“**Personal Data**”).

- 2.3. The Personal Data you will provide to us may include information such as your name, date and place of birth, e-mail address, residential address, phone number, and any other information you provide to us. In providing us with this information, you acknowledge and consent that we may collect, use, store, erase and transfer such Personal Data in the manner provided for under this Privacy Policy and the applicable laws and regulations. For the purposes of clarity, we have grouped your Personal Data into the following categories:
- (a) “Identity Data” includes first name, maiden name, last name, identifier, date of birth and gender.
 - (b) “Contact Data” includes email address and telephone numbers.
 - (c) “Marketing Data” includes your preferences in receiving marketing from us.
- 2.4. We may collect information which can be used to identify your computer and its browser program or any mobile devices that you use to surf the internet. It is collected by installing small text files called “Cookies” and other, similar information technology techniques (which are referred to in this document as “Cookies”). In addition to other functions, when you visit our website(s) again, the Cookies previously stored allow us to recognize your browser. Cookies may store unique identifiers, user preferences, or other information as described in our Cookies Policy. For any other information on the Cookies we use, please refer to our Cookies Policy.

3. THE PURPOSE OF OUR USE OF YOUR PERSONAL DATA

- 3.1. We will only use your Personal Data when the applicable law allows us to. Most commonly, we will use your Personal Data for the following legitimate purposes:
- (a) To market and facilitate the Experience.
 - (b) For technical and administrative purposes in order to collect information used for the purpose of ADMMproviding the Experience.
 - (c) To facilitate the payment platform used by ADMMin order to provide the Experience.
 - (d) To market PIRELLI products and services to you in the manner described under Section 7 of this Privacy Policy.
 - (e) Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
 - (f) Where we need to comply with a legal obligation.
- 3.2. The lawful basis on which we process your Personal Data for the above purposes are the following:
- (a) Consent. In clicking “I AGREE” below you provide us with consent to process your Personal Data for the purposes set out in this Privacy Policy.
 - (b) Legal Obligation. The processing is necessary to comply with the law.
 - (c) Legitimate Interests. The processing is necessary for the legitimate interests of Pirelli.

4. SHARING OF PERSONAL DATA

4.1. We may share your Personal Data at all times in accordance with the applicable laws, as follows:

- (a) **ADMM.** Your Personal Data will be shared with ADMM, the sole organiser of the Experience, based in the United Arab Emirates. By providing us with your consent to process your Personal Data in accordance with this Privacy Policy, you consent to all the Personal Data you provide us with being transferred to ADMM. ADMM will use your Personal Data for legitimate purposes in order to organize the Experience, including for the following purposes: contact you by e-mail to send you the payment link and the documents to be signed for purposes of attending the Experience, contact you by phone in case of any problems with payments, sell the Experience, issue the relevant invoices to the buyers of the Experience. For the purposes of this, however, in providing us with consent you acknowledge that Pirelli is not liable for the misuse of any data by ADMM.
- (b) Pirelli group companies. Your Personal Data may be shared with Pirelli & C. S.p.A. and/or with other Pirelli group companies incorporated in the European Union to pursue legitimate interests related to the performance of technical and organizational activities functional to the purposes described in Section 3.
- (c) As permitted or required by law. In certain cases, we may be required to provide Personal Data in response to a valid court order, subpoena, government investigation, or as otherwise required by law. We also reserve the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful or in violation of applicable laws. We may release certain Personal Data when we believe that such release is reasonably necessary to protect the rights, property, and safety of others and ourselves, or to detect, prevent, or otherwise address fraud, security, or technical issues.
- (d) Business transaction. In the event that we intend to sell or transfer ownership or control of any or all of our business, operations or services to a third party, we may need to disclose your Personal Data to a potential buyer both before and after the purchase. We will do so in accordance and in compliance with the data protection laws applicable to you. In any case, in the event the sale goes through, we will require that the receiving party agree that they will be similarly bound by the provisions of this Privacy Policy and that they will only use and disclose your Personal Data to the extent that we are entitled under this Privacy Policy. In the event the sale does not go through, we will require the potential purchaser to not use or disclose your Personal Data in any manner whatsoever and to completely erase the same.

5. YOUR PRIVACY RIGHTS

5.1. You have, or may have, the following rights in relation to your Personal Data that we process, in accordance with the data protection laws applicable to you: (i) the right to information about your Personal Data, (ii) the right of access to your Personal Data processed by us, (iii) the right to rectification of your Personal Data which is inaccurate or incomplete, (iv) the right to erasure of your Personal Data, (v) the right to object to the processing of your Personal Data, (vi) the right to limit/restrict the processing of your Personal Data that can be performed by us, (vii) the right to request the transfer (portability) of your Personal Data, and (viii) the right to request that we cease to continue to process your Personal Data for marketing purposes.

- 5.2. You also have the right to withdraw your consent for us to continue to process your data at any time. Further, you have the right to be notified about any possible Personal Data breach that is likely to result in a high risk to your rights and freedoms.
- 5.3. You can also lodge a complaint with the competent authority in your country, in accordance with the applicable data protection laws. We would, however, appreciate the chance to deal with your concerns before you approach the competent authority with a complaint so please feel free to contact us in the first instance if you deem that such action would be more appropriate. We may not be able to accommodate every request related to certain information if we believe this would violate any law or other legal requirement, or other data subjects' rights.
- 5.4. In order to exercise your rights you can contact us at privacy.dept@pirelli.com. We will endeavour to comply with any such request that you have in a timely manner subject to our obligations under the applicable laws and regulations.

6. RETENTION OF PERSONAL DATA

- 6.1. For the purposes of providing marketing, branding, technical and administrative services and in order to facilitate the Experience organized by ADMM we will retain your Personal Data (i) until the end of the Experience and (ii) for marketing purposes, for a period of 2 (two) years from the end of the last communication from Pirelli, unless otherwise requested by you. We will also retain your Personal Data as necessary to comply with our legal obligations, resolve disputes, and enforce our rights (i.e.: defensive purposes). We will delete your Personal Data upon your request, if permitted, in accordance with the data protection laws applicable to you.

7. COMMERCIAL ELECTRONIC COMMUNICATIONS

- 7.1. When you opt-in to receive direct marketing emails or communications, you consent to Pirelli to send you any promotional emails (including newsletters) and other commercial electronic communications concerning products and/or services of Pirelli or of other Pirelli group companies. You can always limit the communications that Pirelli sends to you. To refuse future commercial emails, simply click the link labelled "unsubscribe" at the bottom of any email Pirelli sends you. Alternatively, you can contact us in accordance with paragraph 5.1 of Section 5.

8. WHERE WE STORE YOUR PERSONAL DATA

- 8.1. Pirelli will store your Personal Data on its IT systems located in the European Union.

9. PRIVACY POLICIES OF THIRD PARTIES

- 9.1. This Privacy Policy only addresses the use and disclosure of information by Pirelli. We are not responsible for the privacy policies of other websites or applications and encourage you to read all applicable terms, conditions and privacy policies provided by all third parties prior to providing them with your information.

10. LIMITATIONS TO MINORS' PERSONAL DATA

- 10.1. If you are a minor, please do not provide us any Personal Data about yourself without the provision of adequate consent by the holder of parental responsibility over you. If we learn that we have collected Personal Data from a minor, without the holder of parental responsibility's consent, we will promptly delete that information. If you believe we have collected Personal Data from a minor, please contact us at privacy.dept@pirelli.com.

11. SECURITY OF PERSONAL DATA

- 11.1. We have security protocols in place to protect your Personal Data from unauthorised access, improper use or disclosure, unauthorised modification, and unlawful destruction and accidental loss. We only allow access to our databases when necessary, and then under strict guidelines as to what use may be made of such data.
- 11.2. It is your responsibility to protect the security of your login information, and we recommend that you use a unique password for our website that is different from the password you may use on any other site.

12. CHANGE OF PRIVACY POLICY AND DUTY TO INFORM US OF CHANGES

- 12.1. Privacy laws and practice are constantly developing. Our policies and procedures are therefore under continual review. Our Privacy Policy may change from time to time but we will not reduce your rights under this Privacy Policy without your explicit consent. The date the Privacy Policy was last revised is identified at the top of the page.
- 12.2. Any future changes will be posted on this page and, where appropriate, notified to you by email. You may be required to read and accept the changes to continue with the Experience.
- 12.3. It is important that the Personal Data we hold about you is accurate and current. Please keep us informed if your Personal Data changes during our relationship with you.

13. HOW TO CONTACT US

- 13.1. If you have questions or concerns regarding this Privacy Policy please contact us at: privacy.dept@pirelli.com. You may also contact the Data Protection Officer (“DPO”) of Pirelli Tyre S.p.A. at the Company's registered office, e-mail: DPO_Ptyre@pirelli.com.

- *I have read and I AGREE to the Pirelli Privacy Policy regarding the processing of my Personal Data for the P ZERO™ Experience, including to receiving marketing emails from Pirelli in relation to the P ZERO™ Experience
- I AGREE to receive marketing emails from Pirelli in relation to further products/services provided by Pirelli and any other entity of the Pirelli group.

*mandatory field