



PIRELLI DEUTSCHLAND GmbH

PIRELLI DEUTSCHLAND GmbH  
Höchster Straße 48 – 60  
64747 Breuberg/Odw.

## PRIVACY POLICY PURCHASE OF METZELER THE EPIC RIDE EXPERIENCE PACKAGES

This Privacy Policy was last updated on 8 March 2021.

### 1. LEGAL INFORMATION

1.1 The protection of your personal data is of utmost importance to us. This Privacy Policy (hereinafter referred to as the “Privacy Policy”) has been prepared to explain to you how we process the data we collect about you and any accompanying persons in the course of PIRELLI’s sale of METZELER THE EPIC RIDE Experience Packages (as defined in Art. 1.2 below and described in more detail in the General Terms and Conditions of Sale).

1.2 PIRELLI DEUTSCHLAND GmbH, located at Höchster Straße 48–60, 64747 Breuberg/Odw, Germany (hereinafter referred to as “Pirelli”, “we”, “us”, or “our”) acts as the “controller” of the personal data provided for participation in the METZELER RIDE OF YOUR LIFE Experience for the purposes described in Section 3.

### 2. COLLECTION OF INFORMATION

2.1 We collect personal data that, under applicable data protection law, in particular Regulation (EU) No 679/2016 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (also referred to as “GDPR”), includes information that can be used to identify you, including but not limited to your first and last name, address, postal code, city, country, state, telephone number, and email (hereinafter referred to as “Personal Data”).

#### **Information you provide to us**

2.2 We may process your name, date of birth, contact details, email address, home address, the name and date of birth of any accompanying persons, and any other information you provide to us when interacting with us or contacting us.

#### **Technical information**

2.3 When you visit our website(s), we may collect information that can be used to identify your computer and its browser program or any mobile devices you use to browse the Internet. This information is collected through the installation of small text files called “cookies” and other similar information technology techniques (collectively referred to in this document as “cookies”). When you visit our website(s) again, the previously stored cookies enable us to recognise your browser in addition to other functions. Cookies can store unique identifiers, user preferences, or other information as described in our Cookie policy.

2.4 For more information about the cookies we use, please see our Cookie policy.

### 3. Use of PERSONAL DATA

3.1 We may use your personal information for the following purposes:

(i) for your registration on the website for the METZELER THE EPIC RIDE Experience;

(ii) in order to enable you to purchase a METZELER THE EPIC RIDE Experience package and for the requirements relating to the organisation and management of the METZELER THE EPIC RIDE Experience;

(iii) in order to respond to your requests sent to the Customer Service Department;

The processing of your personal data for the purposes of this Section 3 is necessary to process your request to participate in METZELER THE EPIC RIDE Experience and therefore does not require your prior consent.

3.2 Pirelli may also use your personal data for marketing purposes as described in Section 7 below but only if you have consented to such use.

#### 4. FORWARDING OF PERSONAL DATA

4.1 We may share your personal information where permitted by law or as follows:

(a) Payment service provider. In order for you to make online payments by credit card, the personal data you provide will be processed by a payment service provider appointed by PIRELLI, which acts as an independent data controller in accordance with its own privacy policy within the framework of a protected website managed by that company.

(b) Companies of the Pirelli Group. Your personal data may be disclosed to Pirelli & C. S.p.A. and/or to other companies of the Pirelli Group established in Europe in order to pursue legitimate interests related to the performance of technical and organisational activities functional for the purposes described in Section 3.

(c) Third parties. Your personal data may also be processed by service providers and/or insurance companies contracted by Pirelli. The insurance companies will act as independent holders of the personal data. Other third parties act as data processors unless otherwise stated. We would like to point out that the third parties are subject to confidentiality agreements with us and other legal restrictions that prohibit them from using the data provided to them by us for purposes other than the performance of the relevant outsourcing activity unless you have expressly agreed or given your prior consent for additional uses.

(d) If the law allows or requires it. In certain cases, we may be required to provide personal information in response to a court or government order, a government investigation, or as otherwise required by law. We also reserve the right to notify law enforcement authorities of activities that we believe in good faith are unlawful or violate applicable laws. We may release certain personal information when we believe 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.

(e) Business transaction. In the event that we intend to sell or transfer all or part of our business, operations, or services to a third party, it may be necessary for us to share your personal information with a prospective Purchaser both before and after the purchase. We will do so in accordance with and subject to the data protection laws applicable to you. In any case, in the event that the sale goes through, we will require that the receiving party agree that it will be similarly bound by the terms of this Privacy Policy and that it will use and disclose your personal information only as we are similarly entitled in accordance with this Privacy Policy. In the event that the sale does not go through, we will require that the prospective Purchaser not use or disclose your personal information in any way and to delete it completely.

## **5. The data protection rights of participants of METZELER THE EPIC RIDE Experience**

5.1 Participants of METZELER THE EPIC RIDE Experience have several privacy rights in accordance with current personal data protection laws. In accordance with GDPR regulations, you have the right to access, correct and erase your data, and restrict the processing of your data that may be carried out by us. You also have the right to the transferability of your personal data as well as the right to be informed of possible breaches of security of your personal data that may jeopardise your rights to confidentiality and protection of personal data. In order to exercise your rights, you can contact us at [privacy.dept.de@pirelli.com](mailto:privacy.dept.de@pirelli.com). You may also lodge a complaint with the competent authority in your country in accordance with applicable data protection laws. We may not be able to comply with every request relating to certain information if we believe that doing so would violate a law or other legal requirement or the rights of other data subjects.

## **6. STORAGE OF PERSONAL DATA**

6. 1 We will retain the personal data of METZELER THE EPIC RIDE Experience participants (i) for as long as your account is active (if applicable and limited to your personal data); (ii) for a period of 1 (one) year after our last communication made for purposes related to the provision of the METZELER THE EPIC RIDE Experience package unless longer retention is required by mandatory legal requirements; (iii) for marketing purposes for a period of 2 (two) years after the last communication from Pirelli unless you request otherwise (in this case, limited to the personal data of participants who have given their consent to marketing). We will also retain the personal data of participants of METZELER THE EPIC RIDE Experience if this is necessary in order to comply with our legal obligations, resolve disputes, and enforce our rights (for defence purposes). We will delete personal data at the request of the data subject where circumstances warrant in accordance with applicable data protection laws.

## **7. COMMERCIAL ELECTRONIC COMMUNICATION**

7.1 By opting to receive direct marketing emails or communications, you consent to Pirelli sending you promotional emails (including newsletters) and other commercial electronic communications about products and/or services of Pirelli or other Pirelli Group companies. You can limit the communications that Pirelli sends to you at any time. In order to unsubscribe from commercial emails, simply click on the "unsubscribe" link at the bottom of each email Pirelli sends you.

7.2 Please note that even if you have opted not to receive promotional emails in the future, it may be necessary for us to contact you regarding important information about your account in accordance with applicable data protection laws. If you need information or assistance on how to unsubscribe, please contact us by email at the following address: [privacy.dept.de@pirelli.com](mailto:privacy.dept.de@pirelli.com).

## **8. WHERE WE SAVE THE PERSONAL DATA OF THE PARTICIPANTS OF METZELER THE EPIC RIDE EXPERIENCE**

8.1 Pirelli will process the personal data of the participants of METZELER THE EPIC RIDE Experience within the European Union.

## **9. THIRD PARTY PRIVACY POLICIES**

9.1 This Privacy Policy applies only to Pirelli's use and disclosure of information. We are not responsible for the privacy policies of other websites or applications and recommend that you

read all applicable terms and privacy policies provided by any third parties before providing them with your information

## **10. RESTRICTIONS ON THE PERSONAL DATA OF MINORS**

10.1 If you are a minor, in accordance with Italian law, please do not provide us with any personal data without the consent of the person who has parental responsibility for you. If we become aware that we have collected personal information from a minor without the consent of the holder of parental responsibility, we will delete that information immediately. If you believe that we have collected personal information from a minor, please contact us at the following address: [privacy.dept@pirelli.com](mailto:privacy.dept@pirelli.com).

## **11. SECURITY OF PERSONAL DATA**

11.1 We have security protocols in place in order to protect your personal information from unauthorised access, improper use or disclosure, unauthorised alteration, unlawful destruction, and accidental loss. We allow access to our databases only when necessary and then only under strict guidelines regarding the use of this data.

11.2 It is your responsibility to safeguard your login details. We recommend that you use a unique password for our website (i.e. one that is different from the passwords you use on other websites).

## **12. CHANGE IN THE PRIVACY POLICY**

12.1 Our privacy policy may change from time to time. However, we will not restrict your rights in accordance with this privacy policy without your express consent. The date of the last revision of the privacy policy is indicated at the top of the page.

## **13. HOW TO CONTACT US**

13.1 If you have any questions or concerns about this Privacy Policy, or if you would like to review, edit, or request that we delete personal data held in the databases we actively use, please contact: [privacy.dept.de@pirelli.com](mailto:privacy.dept.de@pirelli.com).

You may also contact Pirelli's Data Protection Officer ("DPO") at the Company's registered office, email [DPO.Germany@pirelli.com](mailto:DPO.Germany@pirelli.com).