



Annex 4

Privacy Policy Statement under art. 13 of Regulation (UE) n.679/2016

The company Ducati Motor Holding S.p.A. ("Ducati") as data controller informs you of the following pursuant to art. 13 of EU Regulation 2016/679 on the protection of personal data ("Regulation").

Ducati processes the personal data provided by you upon registration for the following purposes:

(i) managing relations among the Data Subject, the Club and Ducati for the purpose of the registration process and in order to provide the Data Subject with the requested information, support and services. In addition, Ducati processes your personal data to comply with laws and regulations relevant to the above specified activities and to exercise legal claims. The Club and/or Ducati may make the data available to other companies in the same group as Ducati and/or to contract partners of Ducati that are part of its sales and service network (such as subsidiaries, importers, distributors, dealers, service/repair shops), that may be based in countries outside the European Union, and that being the case, Ducati will take the necessary measures for a legitimate data processing; the data will be made available to the Designated Officers and the Persons in charge of data processing designated by the Club, Ducati and by such companies and/or contract partners. The data provided by the Data Subject will not be disseminated;

(ii) with your consent, which is optional, for marketing purposes, i.e. to send you promotional newsletters, commercial or advertising communications, for direct sales, market research, statistical analysis, survey on the degree of satisfaction of customers and potential customers. Marketing activities are carried out by e-mail (newsletter), telephone, SMS, MMS, chats, banners on the website, instant messaging, social networks and traditional mail, including invitations to events in which the Club and/or Ducati participate or organised by the Club or by Ducati, by Ducati's sales and assistance network or by Ducati's commercial Partners. These communications also include offers on products, services and initiatives of Ducati's commercial partners;

(iii) with your consent, which is optional, Ducati uses your personal data for profiling activities by collecting information on your preferences, habits, lifestyle, information on your interaction with Ducati, as well as the details of your purchases to create group and individual profiles ("profiling") and, if you have given consent for marketing activities, also sending you personalized promotional communications and offers. Here is the additional



information that may be used: information obtained by comparing the data collected by the Club and/or by Ducati with data generally available to the public, such as the social networks profiles that you have made public.

Provision of the data for the purposes described in paragraph (i) is required in order to register with the Club and obtain the requested support, information and/or services; failure to provide the data for such purposes will prevent the Data Subject from registering with the Club.

Provision of the data for the purposes described in paragraph (ii) is optional and not mandatory by law. Failure to give one's consent to data processing for such purposes will merely result in the Club's inability to carry out the activities aimed to provide the Data Subject with the above mentioned commercial information.

Provision of the data for the purposes described in paragraph (iii) is optional. Failure to give one's consent to data processing for such purposes will merely result in the Ducati's inability to carry out customer profiling activities aimed to send newsletters and tailored commercial information and perform market research and customer satisfaction surveys.

Ducati will process your personal data with and without the aid of electronic means, based on logics and procedures consistent with the specified purposes and in compliance with the Regulation, including the aspects of confidentiality and security.

Your personal data are processed based on your consent, a legitimate interest of Ducati for the performance of commercial activities, obligations arising from a contract entered into between you and Ducati, or legal obligations. In any case, you have the right to revoke your consent at any time, without this revocation affecting the lawfulness of the previous processing.

Your personal data are kept for the time strictly necessary for the pursuit of the purposes for which they are collected and for the fulfilment of legal obligations (e.g. for administrative-accounting purposes). Longer data retention periods may be possible if authorized by the law and in case of defence of rights in court. When the purposes are achieved, personal data will be automatically deleted or made anonymous.

Upon request to the Data Controller and Data Protection Officer, the Data Subject may receive detailed information on the storage times of personal data processed by Ducati pursuant to the Regulation.

The Controller of personal data processing is: Ducati Motor Holding S.p.A, with headquarters in Via Cavalieri Ducati 3 - 40132 Bologna (BO), Italy. The Data Protection



Manager is domiciled at the headquarters of the Data Controller and can be contacted at the following email address: privacy@ducati.com.

You can contact Ducati as the Data Controller or Data Protection Manager at the above addresses to get an updated list of our data processors (i.e. our service providers), of the parties to whom the data are disclosed and to exercise the following rights as per art. 15 et seq. of the Regulation; to get access to your data to verify their existence and other information related to them, to obtain their rectification or cancellation, to request data portability, to obtain limitation of processing and to lodge a claim to the Supervisory Authority (the Authority for the Protection of Personal Data). In addition, you may, at any time, object to the processing of your personal data processed for direct marketing purposes and, if required by a particular situation, you may object to the processing of your personal data on the basis of Ducati's legitimate interest unless Ducati has prevailing legitimate reasons for proceeding with processing (e.g. the exercise or defence of a right in court).

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Consent for the processing of personal data

Before proceeding, please read our privacy policy at the following link: <https://www.ducati.com/it/it/home/privacy>

I have read and understood the privacy notice and I hereby consent to the processing of my personal data by Ducati Motor Holding S.p.A.:

- o for marketing activities via email (newsletters), telephone, text and multimedia messages, chats, banners on our websites and apps, instant messaging, social networks, and conventional mail
- o for profiling activities, aimed at personalizing offers and initiatives based on my interests and preferences

[Name and surname]_____

[Place and Date]_____ [Signature]_____