

PRIVACY POLICY

This Privacy Policy aims to describe the management of personal data collected by Ferrari S.p.A. ("Company") through this website, in compliance with the applicable law.

01. Personal data collected

Personal data that may be collected ("Data") are the following:

- personal data provided to receive a specific service (e.g. name and contact details);
- cookies (i.e. small text files that may be sent to and registered on the user's computer by the visited websites, to then be re-sent to those same sites when the user visits them again. Please refer to the website Cookie Policy for more details).

02. Purposes and methods of data processing

The Data may be processed for the following purposes:

- carrying out a specific user request or providing the requested service ("Service");
- allowing the Company to perform surveys on customers satisfaction ("Customer Satisfaction") related to the quality of Company goods and services according to the Company's legitimate interest;
- subject to your express consent, sending commercial communications as well as advertising on Company products and services, or performing market research ("Marketing");
- subject to your express consent, analysing your behaviours, habits and propensity to consume in order to enhance the products and services provided by the Company as well as to satisfy your expectations ("Profiling");
- subject to your express consent, communicating Data to companies controlled directly or indirectly by Ferrari N.V. and/or connected to Ferrari S.p.A. ("Ferrari Group Companies") that will process them to send commercial communications as well as advertising on their products and services, or perform market research ("Ferrari Group Marketing").
- improving the user experience on the Company websites.

The Data may be processed in hard copy, by automated or electronic means including via mail or e-mail, phone (e.g. automated phone calls, SMS, MMS), fax and other means (e.g. web sites, mobile apps).

03. Recipients of the Data

The Data may be processed by natural persons and/or legal entities, acting on behalf of the Company and under specific contractual obligations, based in EU member states or in countries outside the EU.

The Data may be communicated to third parties to comply with legal obligations, to execute Public Authorities' orders or to exercise a Company right before the judicial authorities.

04. Transfer of data outside the European Economic Area

Within its contractual relations the Company may transfer the Data to countries outside of the European Economic Area (EEA), including store them in databases managed by entities acting on behalf of the Company. Databases management and Data processing are bound to the purposes of the processing and are carried out according to applicable data protection law.

In the event that the Data are transferred outside of the EEA the Company will use any appropriate contractual measures to guarantee an adequate protection of the Data including – among others –

agreements based on the standard contractual clauses adopted by the European Commission to govern the transfer of personal data outside of the EEA.

05. Links to third-party websites

Third-party websites accessible from this website are under the third party's responsibility.

The Company declines all responsibility concerning requests and/or provision of personal data to third-party websites.

06. Data Controller and Data Protection Officer

The Data Controller is Ferrari S.p.A., with registered office in Via Emilia Est, No. 1163, Modena, Italy.

You can contact the Data Protection Officer at the email address privacy@ferrari.com.

07. Storage of data

The Data processed in order to supply the Service will be stored for as long as is necessary for the latter. In the event that the account is deleted, it will be kept for another 10 years as of the date of invoice, in order that the Company can do accounting checks.

The Data on customer satisfaction will be kept by the Company for the period deemed strictly necessary to fulfil such purposes. However, the Company may continue to store these Data for a longer period as may be necessary to protect Company's interests related to potential liability related to the provision of the Service.

The Data processed for Marketing and Profiling purposes will be kept by the Company for 10 years, from the date upon which it is provided for Marketing and/or Profiling and/or Ferrari Group Marketing purposes, unless consent is revoked. In cases where consent is revoked, the Data may no longer be processed for the aforementioned purposes, but may still be stored in order to manage any disputes and/or litigations.

The Data processed to improve the user experience on websites will be kept for the periods indicated in the Company Cookie Policy.

08. Rights of data subjects

Data subjects can exercise the following rights:

- right to access means the right to be told by the Company whether your Data are being processed and, where applicable, to obtain access to them;
- right to rectification and right to erasure mean the right to obtain the rectification of inaccurate and/or incomplete Data, as well as the erasure of Data when the request is legitimate;
- right to restriction of processing means the right to request suspension of the processing when the request is legitimate;
- right to data portability means the right to obtain Data in a structured format, ordinarily used and readable, as well as the right to transfer Data to other controllers;
- right to object means the right to object to the processing of Data when the request is legitimate, including when the Data are processed for marketing or profiling, if applicable;
- right to lodge a complaint with a supervisory authority in case of unlawful processing of Data.

The data subject can exercise the above mentioned rights by writing to Ferrari S.p.A., Via Abetone Inferiore 4, Maranello, Modena, Italy or at privacy2privacy@ferrari.com.

09. Amendments

This Privacy Policy came into effect on 24 May 2018 and was later updated on 21 April 2020.

The Company reserves the right to partly or fully amend its Privacy Policy, or simply to update its content (e.g. as a result of changes in applicable law). The Company will publish any update on this website.

10. Contacts

To contact the Data Protection Officer you can write to:

Data Protection Officer

Legal and Corporate Affairs

Ferrari S.p.A.

Via Abetone Inf. 4; I-41053, Maranello, (MO); Italy

Email: privacy2@ferrari.com