

PRIVACY POLICY

In compliance with applicable privacy laws, including the EU Regulation no. 2016/679 (“**GDPR**”), this **Privacy Policy** describes how Ferrari S.p.A (“**Ferrari**”, “**we**”, “**us**”, “**our**”) collects your personal data, how Ferrari uses this personal data, with whom Ferrari share your personal data, and your choices in connection with this.

1. APPLICABILITY OF PRIVACY POLICY

This Privacy Policy applies to personal data Ferrari collects through this website (the “**Website**”) with regard to your participation in the “Musei Ferrari Contest” (the “**Contest**”).

2. CONTROLLER AND DATA PROTECTION OFFICER

The data controller is Ferrari S.p.A., with registered office at Via Emilia Est, N. 1163, Modena, Italy. You can contact the Ferrari’s Data Protection Officer through our [interactive webform](#) or via e-mail at privacy2@ferrari.com.

3. COLLECTION OF YOUR PERSONAL DATA

We collect personal data, which is information that identifies you or relates to you as an identifiable individual.

(A) Information You Provide To Us

If you choose to engage in certain services offered on our Websites, we will collect personal data from you. We collect personal data from you when you:

- **Sign up for the Contest.** If you choose to register on the Website to participate in the Contest, we will collect personal data provided by you. This is necessary to enable your registration, to complete the final draw of the winner, to contact you in case of winning and to manage the prize collection. The legal basis for this processing is the performance of a contract with you (Art. 6, para. 1, letter b of the GDPR).
- **Contact us.** When you send Ferrari a question or inquiry, or ask for other support, you will need to provide us with personal identifiers (name and email address), protected classifications (gender), and any other information you choose to provide in your correspondence. We use this personal data to respond to your questions or inquiries, troubleshoot where necessary, and address any issues you have with the Websites or the services offered thereon. The legal basis for this is performance of our contract with you (Article 6, par. 1, let. b of the GDPR).
- **Profiling activities.** If you opt-in, we may use your personal data described in this section to analyze your behaviors, habits and propensity to consume to enhance customer experience and to improve products and services provided by Ferrari, to satisfy your expectations as well as to send you marketing communications we feel may be of interest to you if you also have opted-in for Marketing. In doing so, Ferrari will analyze your preferences and interests using automated analysis techniques that provide Ferrari with inferences concerning you, including profiling. The legal basis for this is your consent (Article 6, par. 1, let. a of the GDPR). You may revoke your consent at any time by clicking the unsubscribe link provided within each email. This link will redirect you to our consent management page where you can also opt-out of our newsletters and marketing communications. You can also e-mail privacy2@ferrari.com or contact us using any of our other contact details set out in section 6.1 of this privacy notice to opt-out of profiling activities as well as of direct and indirect marketing communications.
- **Subscribe to direct and indirect marketing communications.** If you opt-in, , Ferrari will collect and use your personal identifiers (such as name, date of birth, address, telephone number, and email address), and inferences

drawn (if you consented also to profiling activities) to send you marketing communications as well as sending advertising on Ferrari products, services, events, new collections or performing market researches (*direct marketing*) as well as on Ferrari's commercial partners' products, which may belong to different product categories (e.g. companies operating in the oil, automotive, IT sectors, etc.) (*indirect marketing*). This data may be processed in hardcopy, by automated or electronic means including via mail or e-mail, phone (e.g. phone calls, SMS), fax and any other mean (e.g. web sites, mobile apps). In doing so, Ferrari will analyze your preferences and interests using automated analysis techniques that provide Ferrari with inferences concerning you, including profiling (if you have opted-in for this purpose). The legal basis for this is your consent (Article 6, par. 1, let. a of the GDPR). You may revoke your consent or opt-out of receiving marketing communications at any time by clicking the unsubscribe link provided within each email. This link will redirect you to our consent and newsletters management page where you can opt-out of our newsletters and marketing communications. You can also e-mail privacy2@ferrari.com or contact us using any of our other contact details set out in section 6.1 of this privacy policy to opt-out of profiling activities as well as of direct and indirect marketing communications.

- **Custom audiences and Lookalike audiences.** In some cases, if you opt-in for marketing activities, your personal data (such as name, surname, e-mail address, phone number) may be hashed and encrypted before being shared with social network platforms including Facebook, LinkedIn, YouTube and any other similar platforms ("**Social Networks**") to make our business more responsive to your interests and/or those of like-minded consumers. In this regard, the Social Networks will create "Custom Audiences" (where targeted ads are sent to people on the relevant Social Networks who are already our customers or potential customers). As far as "Lookalike Audiences" is concerned (where targeted ads are sent to people on the relevant Social Networks who appear to have shared interests or similar demographics to our existing customers or potential customers) please note that we collect only the information provided by the Social Networks according to their privacy policy when you click on the ads displayed on the Social Networks; we do not have access to the identity of anybody in the "Lookalike Audiences", unless they choose to click on such ads. The legal basis for these activities is your consent (Article 6, par. 1, let. a of the GDPR). You may revoke your consent at any time according to the methods provided within sections 5 and 6.1 below, in which case we will remove your personal data from our Custom Audience list. You may refer to Social Networks to know more about their privacy policies relating to the data and consents you may have provided to them.

Ferrari may also use the personal data we collect as described in this section to improve our products and services, to comply with the law, to efficiently maintain our business, and for other limited circumstances as described in section 4 "**HOW WE SHARE YOUR PERSONAL DATA**". This is part of our legitimate interest in the performance of our contractual obligations, protection of legal rights, and compliance with legal obligations. Ferrari may also deidentify or aggregate the personal data for benchmarking purposes.

(B) Information Collected Automatically.

Cookies and Tracking Technologies

In addition to the personal data you provide directly, we may also collect information from you automatically as you use our Websites. This information includes the following internet or other electronic network activity information and location information:

- **Usage information.** This includes information regarding your interaction with our Websites, such as which pages you visit, the frequency of access, how much time you spend on each page, what you click on while on the Websites, and referring website addresses.

- **Device information.** This includes certain information about your device that you use to access our Websites, such as browser type, browser language, hardware model, operating system, and your preferences. For the MyFerrari mobile application, we will also assign a unique identifier to your mobile device.
- **Location information.** This includes information about your location, which may be determined through your IP address.

To collect this information, we use cookies and other tracking technologies. A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. Those cookies are set by us and are called first-party cookies. We also use third-party cookies – which are cookies from a domain different than the domain of the website you are visiting – for our advertising and marketing efforts.

To control the information collected about you using cookies and other technologies see our [Cookie Policy](#). Particular third-party cookies on our Websites to note include:

Google Analytics 4. We use Google Analytics 4 to collect information on your use of the Websites to improve our Websites. In order to collect this information, Google Analytics 4 may set cookies on your browser, or read cookies that are already there. Google Analytics 4 may also receive information about you from applications you have downloaded that partner with Google. We do not combine the information collected through the use of Google Analytics 4 with personally identifiable information. Google’s ability to use and share information collected by Google Analytics 4 about your visits to our Websites or to another application which partners with Google is restricted by the Google Analytics Terms of Use and the Google Privacy Policy available [here](#). To prevent your data from being used by Google Analytics 4, you can download the Google Analytics opt-out browser add-on for Google Analytics which can be found [here](#).

DoubleClick. We utilize DoubleClick by Google to serve ads based on a user’s prior visit to our Websites. Each visitor to our Site receives a different cookie and the information collected by the cookie is used to generate conversion statistics and allows us to see the total number of individuals who clicked on our ads. The DoubleClick cookie is used by Google in the ads served on the websites of its partners, such as websites participating in Google certified ad networks. DoubleClick enables Google and its partners to serve ads to you based on your visit to our Websites and other websites on the Internet. Please review Google’s [privacy policy](#) for additional information on how Google uses the information collected. To opt-out of this sharing and targeted advertising by Google, you can go to Google’s [ad settings](#). You may also install the [DoubleClick opt-out add-on](#).

Google Ads. We use Google Ads to deliver advertisements to you and to track whether you have interacted with an advertisement we have placed elsewhere on the internet. Google Ads stores a conversion tracking cookie on your device when you click on our advertisement. The information obtained through the cookie is used to generate statistics and allows us to see the total number of users who clicked on our advertisements. We also use Google Ads to present to users of our Websites advertisements across the internet and within the Google advertising network based on their visits to our Websites. For more information, please review Google’s privacy policy available [here](#). To opt-out of this sharing and targeted advertising by Google, you can go to Google’s [ad settings](#).

Facebook Pixel / TikTok Pixel. Ferrari uses Facebook Pixel and TikTok Pixel (jointly “Pixels”) to customize our advertising and to serve you ads on your social media based on your browsing behavior. This allows your behavior to be tracked after you have been redirected to the Website by clicking on the Facebook and/or TikTok ad. The Pixels store a cookie on your device to enable us to measure the effectiveness of Facebook and/or TikTok ads for statistical and market research purposes. Ferrari does not have access to the information collected through the Pixels. However, the information collected via the Pixels, on the Website as well as other websites on which the Pixels are installed, is also stored and processed by Facebook and/or by TikTok. Facebook and TikTok may link this information to your Facebook / TikTok account and also use it for its own promotional purposes in accordance with Facebook’s [Data Usage Policy](#) as well as with TikTok’s [Privacy Policy](#). The Pixels also allow Facebook and TikTok and its partners to show you advertisements on and outside of Facebook and TikTok. To opt-out of this sharing and displaying of Facebook ads, visit your Facebook [Ad Settings](#), and you can clear and control the information third parties share with Facebook in your [Off-Facebook Activity](#) page. To opt-out of this sharing and displaying of TikTok ads, visit their

[Privacy Policy](#) and [Web Cookies Policy](#). If you do not have a Facebook / TikTok account, you can opt-out of Facebook and Tik Tok ads through the Digital Advertising Alliance [here](#).

Contentsquare. As part of the continuous improvement of our user experience, we use the tracking tool "Contentsquare". This tool, with the explicit consent of the user, collects analytical statistics on the use and interactions with our web page. The information collected is used to analyze how users interact with the site's content, allowing us to optimize navigation and the services offered. For more information on the tool's features, please visit their Privacy Policy.

4. HOW WE SHARE YOUR PERSONAL DATA

General Sharing

Ferrari may need to make the personal data identified in this Privacy Notice available within Ferrari, with official Ferrari dealers and repairers with service providers, or with other third parties. These instances include:

Within Ferrari. We may share your personal data with Ferrari subsidiaries for legitimate business purposes and general business management. The legal basis for this is our legitimate interest in carrying out our business efficiently.

With Service Providers. We may share your personal data with entities, including with our service providers that assist us in providing the Websites. The legal basis is our legitimate interest in providing the Websites efficiently. These service providers include communication providers, web-hosting providers, IT support, our customer management platform, shipping providers, payment processors, call center providers, marketing providers, and e-commerce providers. We may also share your personal data with Social Networks for marketing purposes.

With Third Parties. We may need to disclose your personal data to third parties, such as legal advisors, law enforcement agencies, or governmental/regulatory bodies in order to protect our legal interests and other rights, protect against fraud or other illegal activities, prevent harm, for risk management purposes, and to comply with our legal obligations. The legal basis for this is compliance with the law, compliance with legal obligations, and our legitimate interest in the protection of the rights of others.

In the event of a Corporate Reorganization. In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, assets or stock, we would share personal data with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. We would also share personal data with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings.

With Your Consent. Apart from the reasons identified above, we may request your permission to share your personal data for a specific purpose. We will notify you and request consent before you provide the Personal data or before the personal data you have already provided is shared for such purpose. You may revoke your consent at any time.

5. YOUR DATA CHOICES AND THE POSSIBLE CONSEQUENCES OF FAILURE TO PROVIDE YOUR DATA

Online Advertising. To opt-out of interest based advertising generally or to learn more about the use of this information by our service providers you can visit the [Network Advertising Initiative](#) or the [Digital Advertising Alliance](#). For European users, please visit the European Interactive Digital Advertising Alliance [here](#).

Marketing Emails and newsletters. You may opt-out of receiving marketing emails and/or newsletters from us by clicking the “unsubscribe” link provided with each email. Please note that we will continue to send you notifications necessary to the Websites, your account, or requested products or services.

The provision of your personal data is always optional. However, any refusal to provide your personal data, in whole or in part, necessary for the provision of a service may make it impossible for Ferrari to allow the requested service to be provided.

If you choose not to provide your personal data for further marketing and profiling purposes or if you choose to withdraw your consent at a later stage, this will not compromise the fulfillment of the other purposes indicated above.

6. YOUR RIGHTS

6.1. Right of Individuals Under the GDPR

If our processing of your personal data is subject to the GDPR, you have the following rights with respect to your personal data:

- **Right to Access.** You have the right to ask Ferrari for copies of your personal data. This right has some exceptions, which means you may not always receive all personal data we process.
- **Right to Rectification.** You have the right to ask Ferrari to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Right to Erasure.** You have the right to ask Ferrari to erase your personal data in certain circumstances.
- **Right to Restrict Processing.** You have the right to ask Ferrari to restrict the processing of your personal data in certain circumstances. See section 5 “**YOUR DATA CHOICES AND THE POSSIBLE CONSEQUENCES OF FAILURE TO PROVIDE YOUR DATA**” for additional ways you can restrict processing of your personal data.
- **Right to Object to Processing.** You have the right to object at any time, for reasons arising from your particular situation, to processing of your personal data, which is carried out on the basis of our legitimate interests. See section 5 “**YOUR DATA CHOICES AND THE POSSIBLE CONSEQUENCES OF FAILURE TO PROVIDE YOUR DATA**” as well as our [Cookie Policy](#) for additional ways you can object to processing of your personal data.
- **Right to Data Portability.** You have the right to ask that we transfer the personal data you gave us from one organization to another, or give it to you in a structured, ordinarily used, and readable format.
- **Right to Lodge a Complaint.** You have the right to lodge a complaint with a supervisory authority.

To exercise your rights, you may submit a request in writing to Ferrari S.p.A., via Abetone Inferiore 4, Maranello (MO), Italy or through our [GDPR interactive webform or via e-mail at \[privacy2@ferrari.com\]\(mailto:privacy2@ferrari.com\)](#).

6.1. Right of Individuals Under the new Suisse LPD

This section supplements the other parts of this privacy policy and applies exclusively to personal information collected online about the data subjects in Switzerland. This section supplements the requirements provided by the new Personal Data Protection Law (nLPD) for data controllers not established within the territory of Switzerland. If you are a Swiss data subject and as long as nLPD applies to you, you can directly contact the Representative appointed by the Data Controller in Switzerland:

Studio Legale Cavadini, via Pasquale Lucchini 12, C.P. 1250, 6900 Lugano – Switzerland (CH) - e-mail: mauro.cavadini@lumelegal.ch

7. PERSONAL DATA TRANSFER OUTSIDE OF THE EUROPEAN ECONOMIC AREA

Within its contractual relations, Ferrari may transfer personal data to countries outside of the European Economic Area (“EEA”). In the event personal data is transferred outside of the EEA, Ferrari will use appropriate contractual measures to guarantee an adequate protection of personal data, including implementation of agreements based on the standard contractual clauses adopted by the EU Commission.

8. RETENTION

The personal data processed by Ferrari will be retained for the period deemed strictly necessary to fulfil the purposes for which it was provided. However, Ferrari may continue to store personal data for a longer period, as may be necessary to protect Ferrari’s interests related to potential liability related to our services and the Websites. Ferrari will keep personal data for the purposes of marketing and profiling for ten (10) years from the provision of your personal data for marketing and profiling purposes unless you withdraw your consent. Once your consent is withdrawn, personal data may no longer be processed for marketing or profiling purposes but may still be retained for the purpose of handling any disputes and/or litigation. Information collected via cookies will be kept for periods as indicated in our Cookie Policy. Hashed data used for Custom Audiences and Lookalike Audiences are deleted once the Social Networks have concluded the matching process.

9. DO NOT TRACK

We do not respond to Do Not Track (“DNT”) requests. Do Not Track is a [preference](#) you can set in your web browser to inform Websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

10. PROCESSING MEANS AND INFORMATION SECURITY

The processing of your personal data takes place using IT and manual tools, with logic strictly related to the purposes of the processing indicated above and, in any case, in order to guarantee the protection, confidentiality and security of the data. To protect your personal data from unauthorized access, destruction, use, modification, or disclosure, we have implemented technical, administrative, and physical security measures. These security measures include encryption, access controls, and anti-virus and anti-malware protection. However, no security measure or modality of data transmission is 100% secure and we are unable to guarantee the absolute security of the personal data we have collected from you.

11. CHILDREN’S PRIVACY

The Websites and the services offered thereon are not intended for individuals under the age of eighteen (18) years. If we learn that we have collected or received personal data from individuals under the age of eighteen (18), we will delete the personal data. If you believe we have personal data on individuals under the age of eighteen (18), please contact us at the contact information provided below.

12. AMENDMENT OF THIS PRIVACY POLICY

This Privacy Policy is subject to change. Changes to the Privacy Policy will be posted on this page and will indicate the date the changes go into effect. Please check back frequently and review the Privacy Policy for any changes. If we make any changes that materially affect your privacy rights, we will notify you via email or by prominent posting on our Websites. This Privacy Policy was last updated on November 15, 2024.

13. LINK TO THIRD PARTY WEBSITES

Third party websites accessible from this website are under the third-party responsibility. Ferrari declines all responsibility concerning requests and/or provision of personal data to third party websites.

